

INDIVIDUAL COUNTY PROFILES

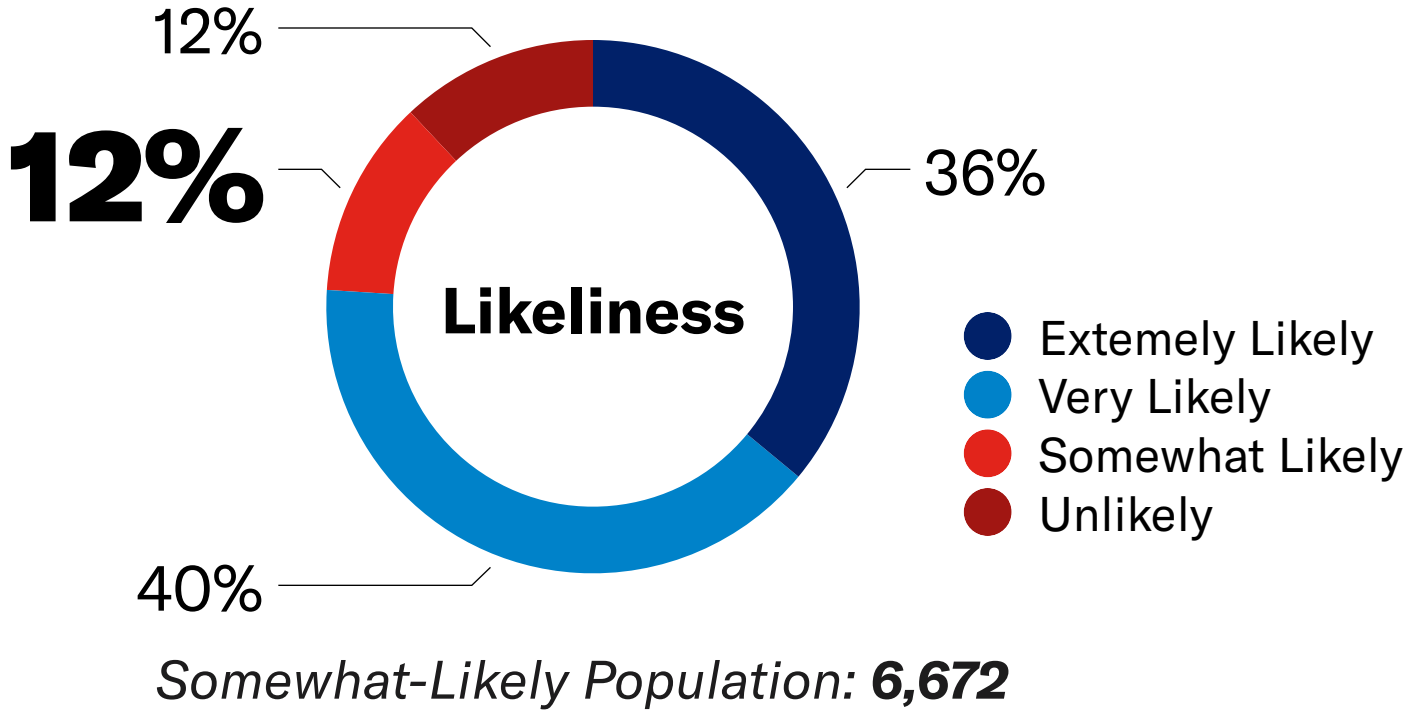


Alabama
2020 CENSUS

Autauga County Profile

Indifference Index: **11.64**

*Ranking are from 7-15 & Median County value is 10.4

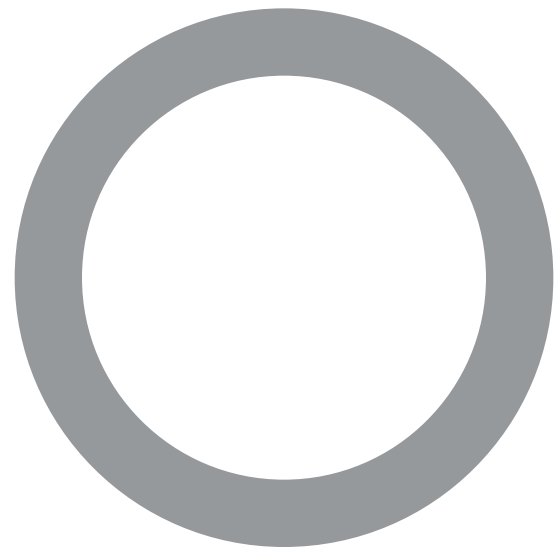


County Type:



Mostly Urban

Hard to Count Population:



0 people live in hard-to-count neighborhoods

Top Messaging Drivers:

1. Alabama would lose up to \$13 billion in federal funding
2. Relocation of businesses could bring about new markets and job opportunities
3. Alabama would lose up to two representatives in Washington, D.C.

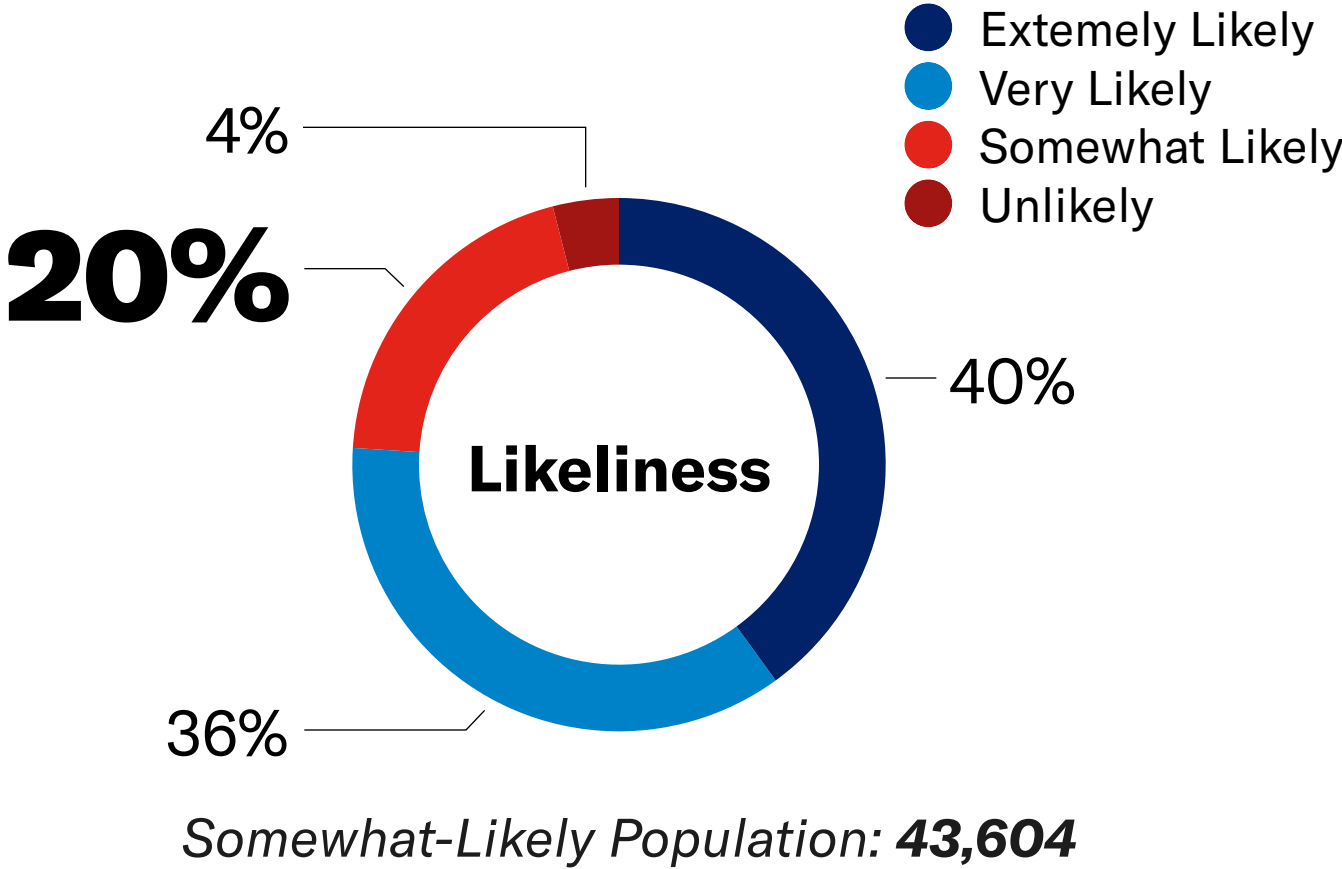
Top Census Deterrents:

1. Afraid (of deportation, consequences, being found)
2. Doesn't change anything/Waste of time
3. Lazy

Baldwin County Profile

Indifference Index: 10.14

*Ranking are from 7-15 & Median County value is 10.4

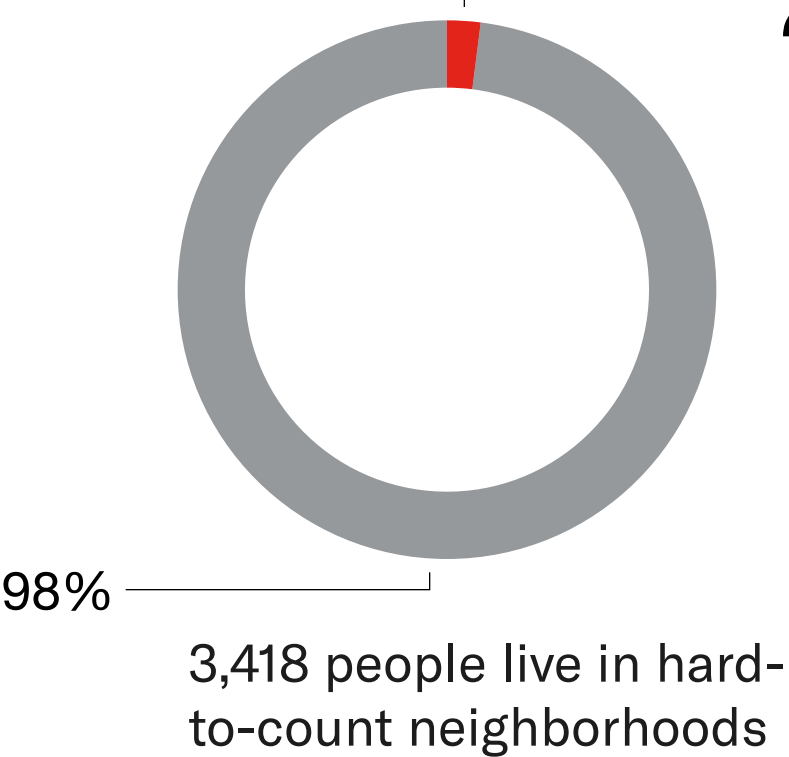


County Type:



Mostly Urban

Hard to Count Population: 2%



Top Messaging Drivers:

1. Alabama would lose up to \$13 billion in federal funding
2. Relocation of businesses could bring about new markets and job opportunities
3. Alabama would lose up to two representatives in Washington, D.C.

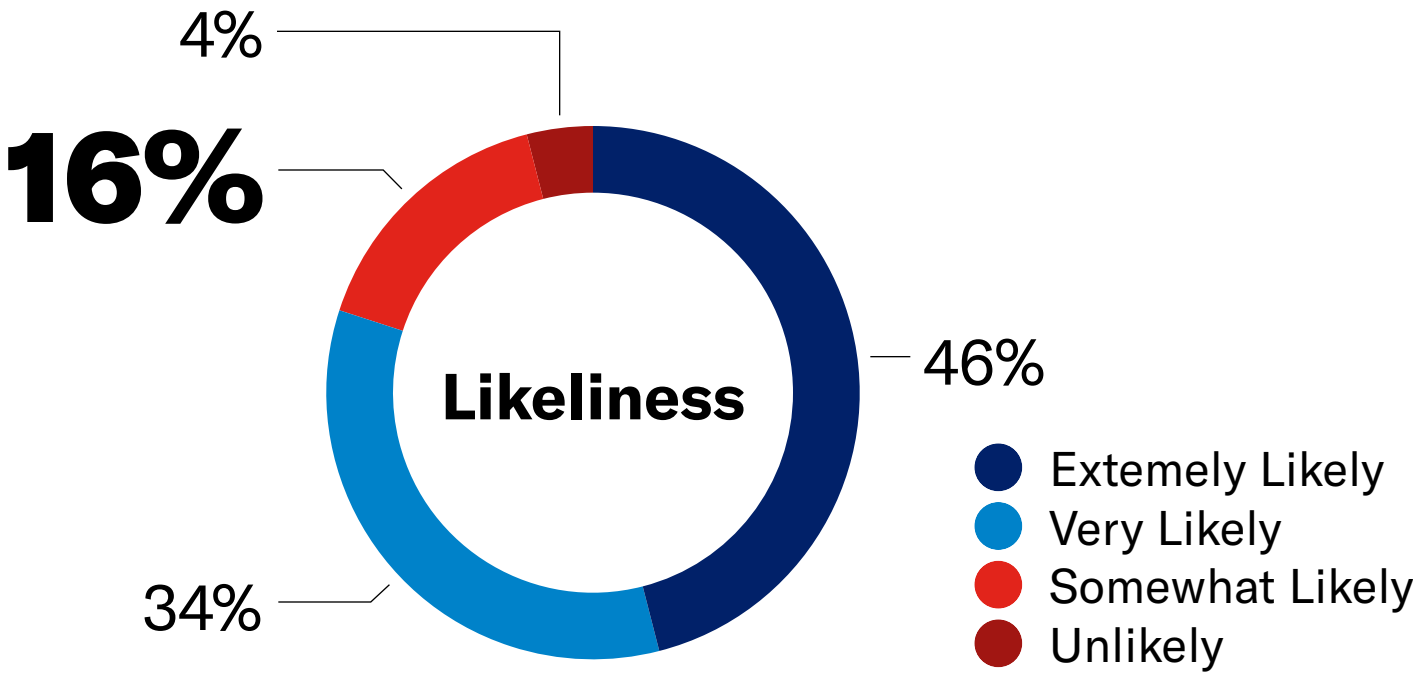
Top Census Deterrents:

1. Don't understand importance/use
2. Privacy
3. Busy/Don't have time/Won't take time

Barbour County Profile

Indifference Index: **12.28**

*Ranking are from 7-15 & Median County value is 10.4



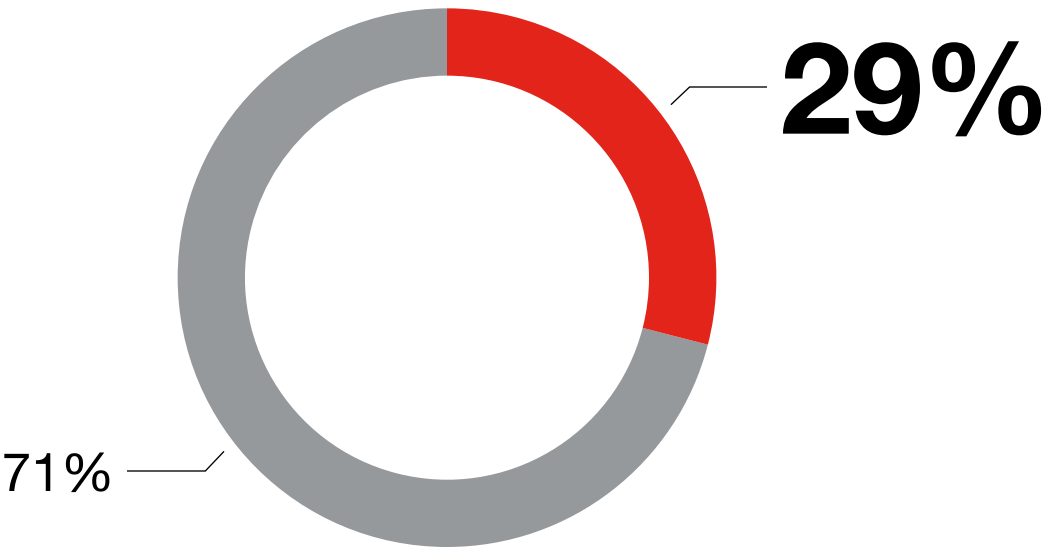
Somewhat-Likely Population: **3,981**

County Type:



Mostly Rural

Hard to Count Population:



7,656 people live in hard-to-count neighborhoods

Top Messaging Drivers:

1. Alabama would lose up to \$13 billion in federal funding
2. Relocation of businesses could bring about new markets and job opportunities
3. Alabama would lose up to two representatives in Washington, D.C.

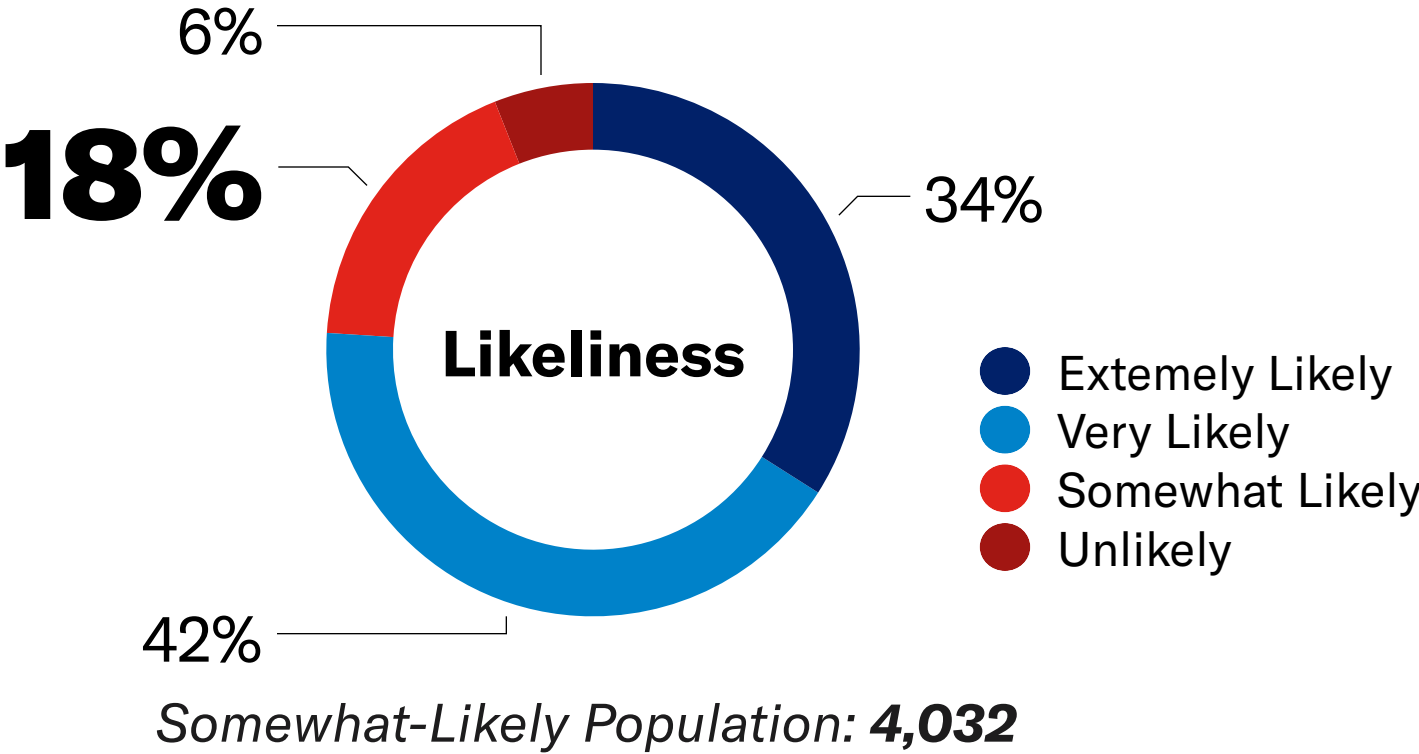
Top Census Deterrents:

1. Lazy
2. Don't understand importance/use
3. Afraid (of deportation, consequences, being found)

Bibb County Profile

Indifference Index: **9.97**

*Ranking are from 7-15 & Median County value is 10.4

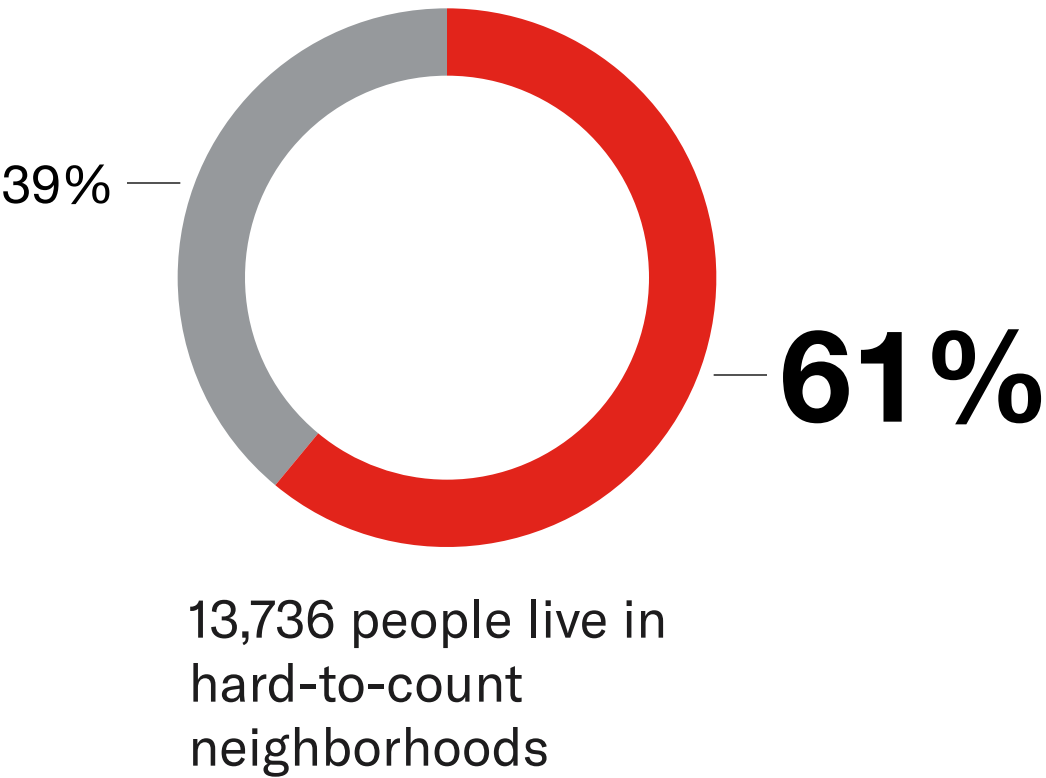


County Type:



Mostly Rural

Hard to Count Population:



Top Messaging Drivers:

1. Alabama would lose up to \$13 billion in federal funding
2. Alabama would lose up to two representatives in Washington, D.C.
3. Your local government would be less equipped to address changes in your community

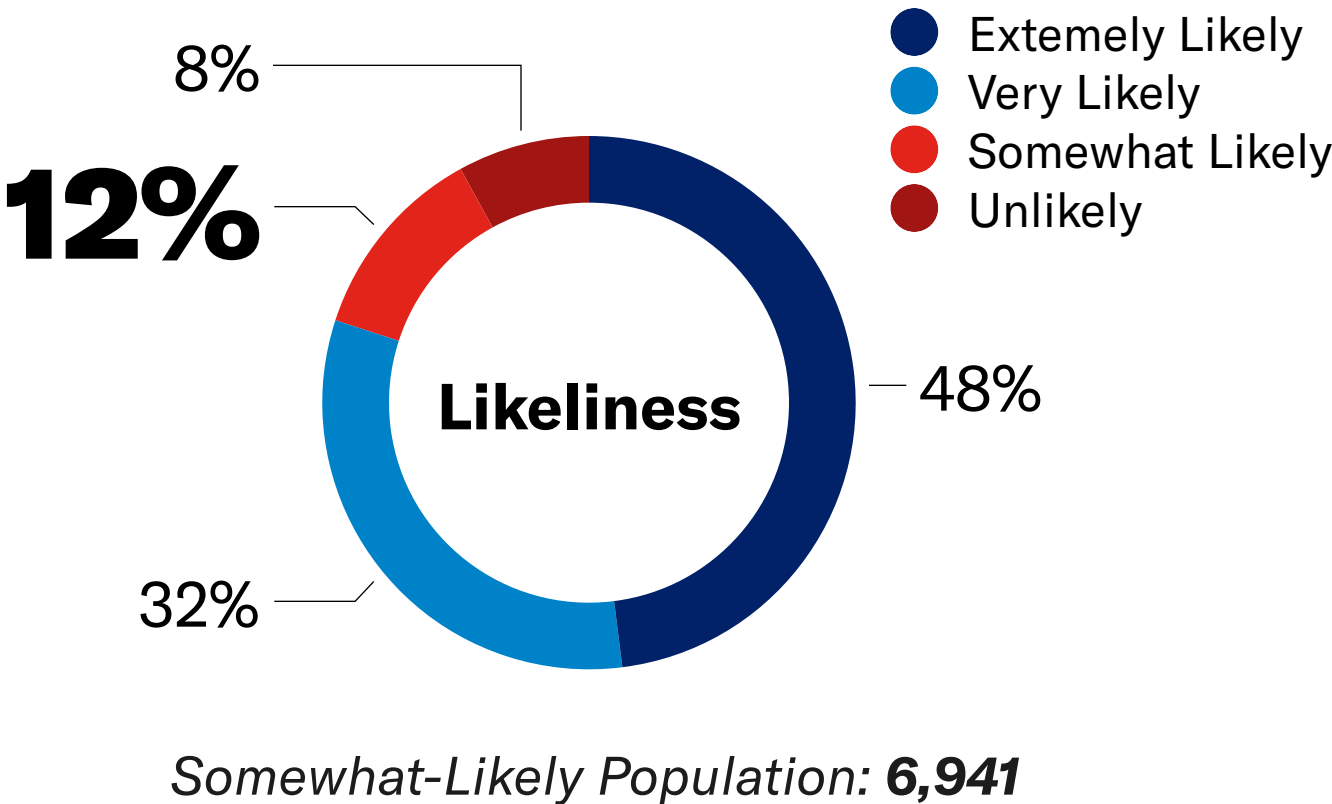
Top Census Deterrents:

1. Don't understand importance/use
2. Lazy
3. Don't care/Apathy/Indifferent

Blount County Profile

Indifference Index: **9.84**

*Ranking are from 7-15 & Median County value is 10.4

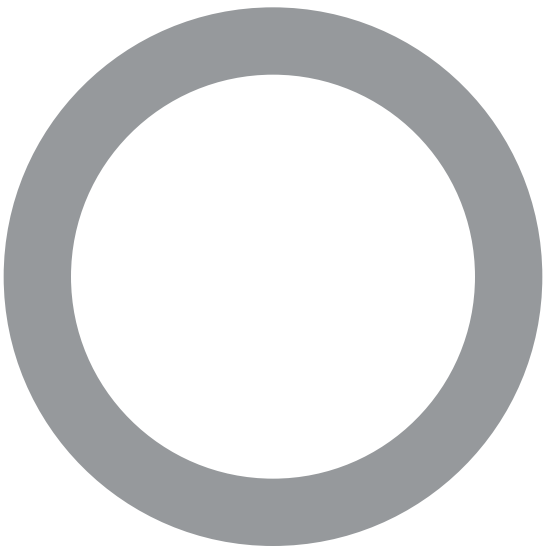


County Type:



Mostly Rural

Hard to Count Population:



0 people live in hard-to-count neighborhoods

Top Messaging Drivers:

- 1. Alabama would lose up to \$13 billion in federal funding
- 2. Relocation of businesses could bring about new markets and job opportunities
- 3. Alabama would lose up to two representatives in Washington, D.C.

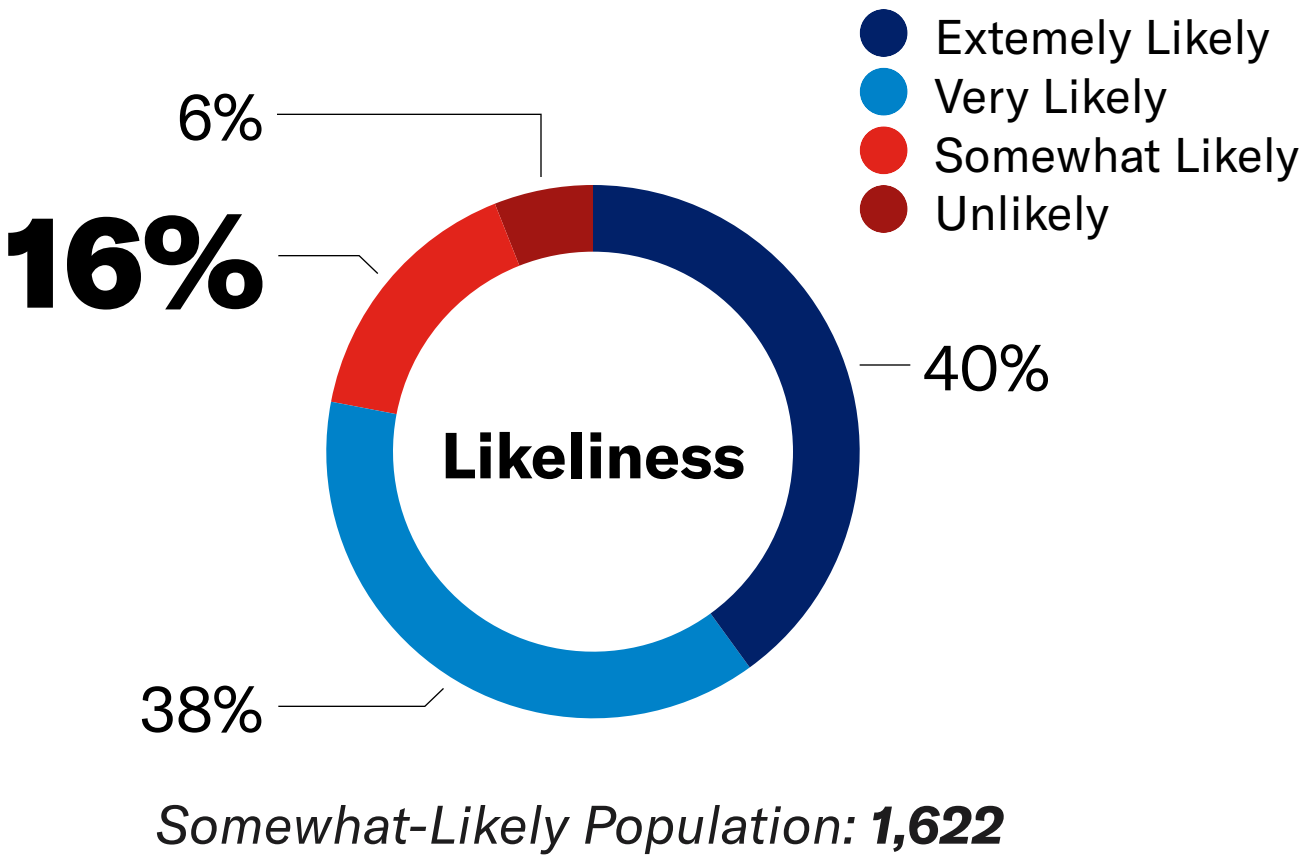
Top Census Deterrents:

- 1. Doesn't change anything/Waste of time
- 2. Lazy
- 3. Privacy

Bullock County Profile

Indifference Index: 11.94

*Ranking are from 7-15 & Median County value is 10.4

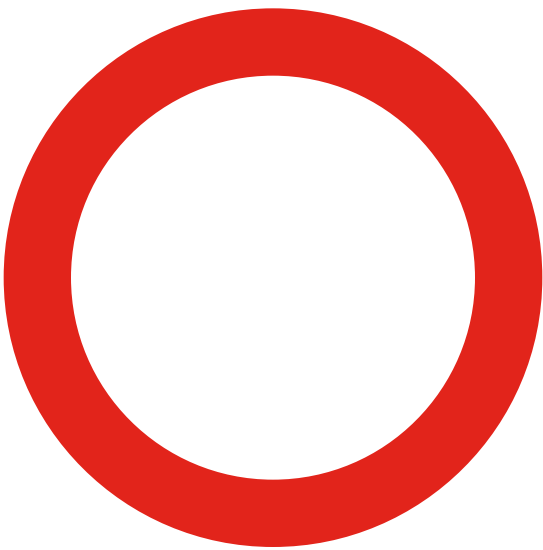


County Type:



Mostly Rural

Hard to Count Population:



10,478 people live in hard-to-count neighborhoods

100%

Top Messaging Drivers:

1. Relocation of businesses could bring about new markets and job opportunities
2. Alabama would lose up to two representatives in Washington, D.C.
3. Alabama would lose up to \$13 billion in federal funding
4. Information and statistics could be presented to your local government

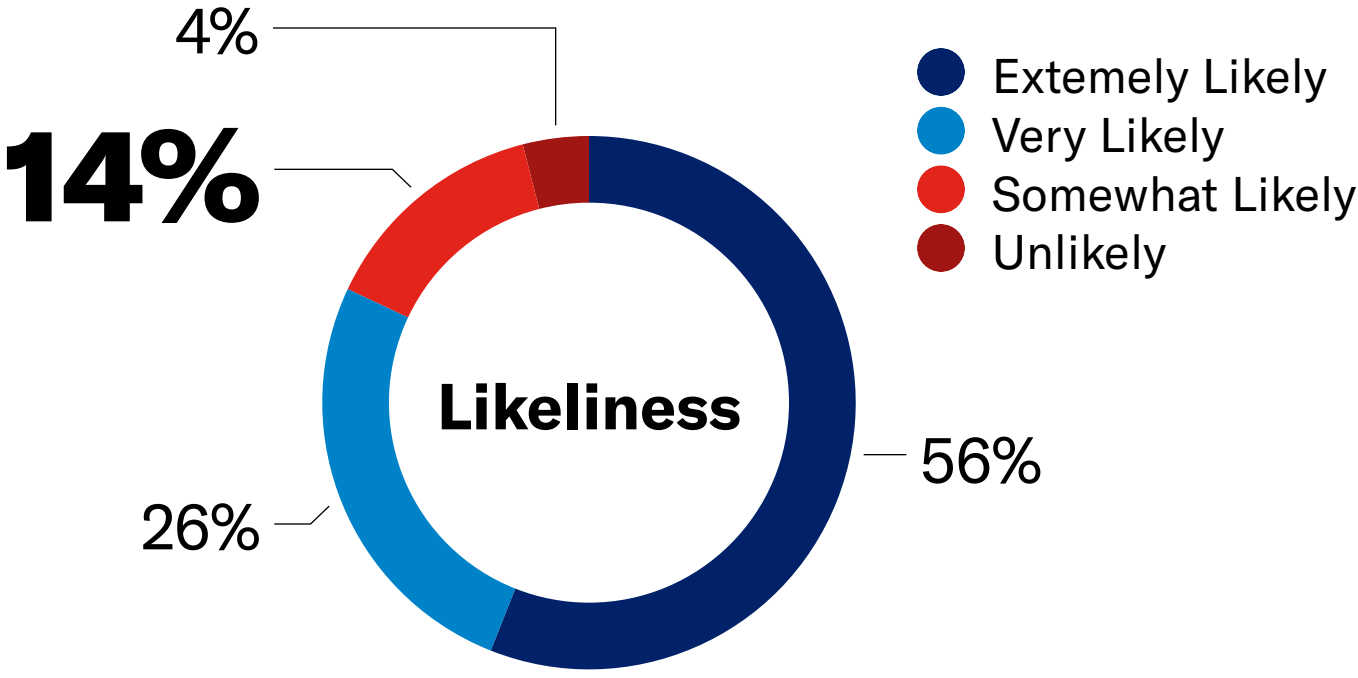
Top Census Deterrents:

1. Don't understand importance/use
2. Lazy
3. Privacy

Butler County Profile

Indifference Index: **11.23**

*Ranking are from 7-15 & Median County value is 10.4



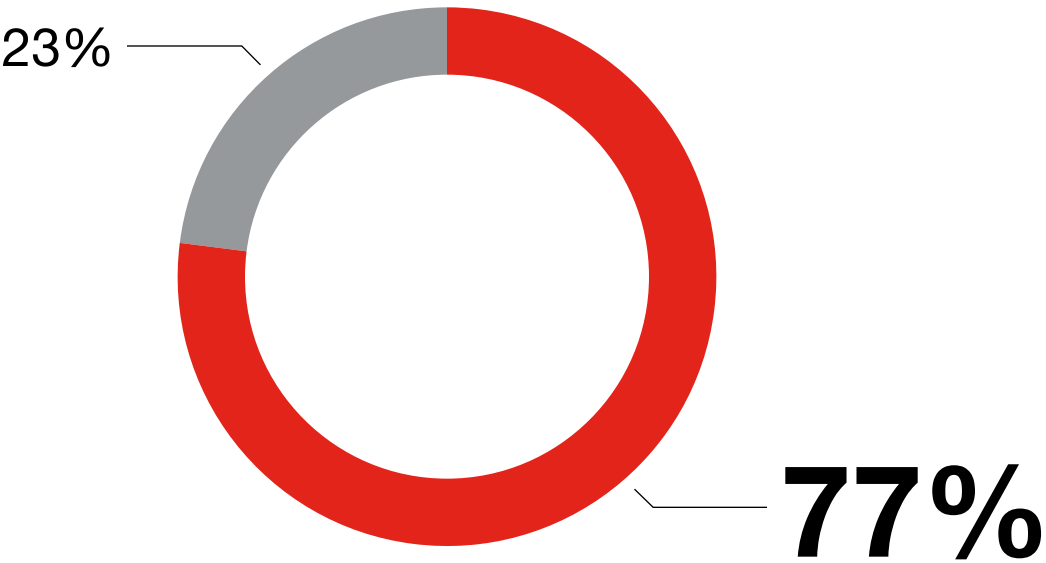
Somewhat-Likely Population: **2,755**

County Type:



Mostly Rural

Hard to Count Population:



15,479 people live in hard-to-count neighborhoods

Top Messaging Drivers:

1. Alabama would lose up to \$13 billion in federal funding
2. Relocation of businesses could bring about new markets and job opportunities
3. Alabama would lose up to two representatives in Washington, D.C.
4. Your local government would be less equipped to address changes in your community

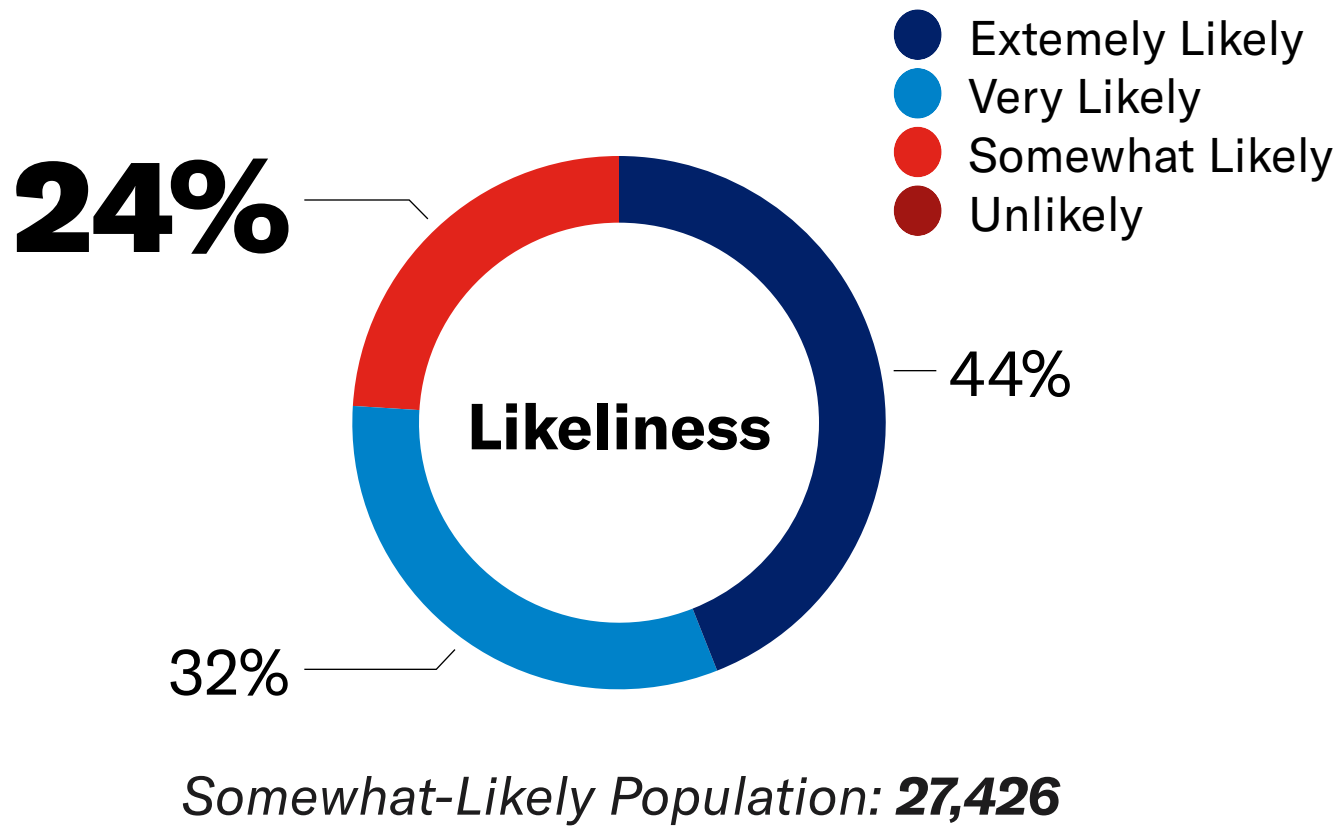
Top Census Deterrents:

1. Don't understand importance/use
2. Lazy

Calhoun County Profile

Indifference Index: **8.8**

*Ranking are from 7-15 & Median County value is 10.4

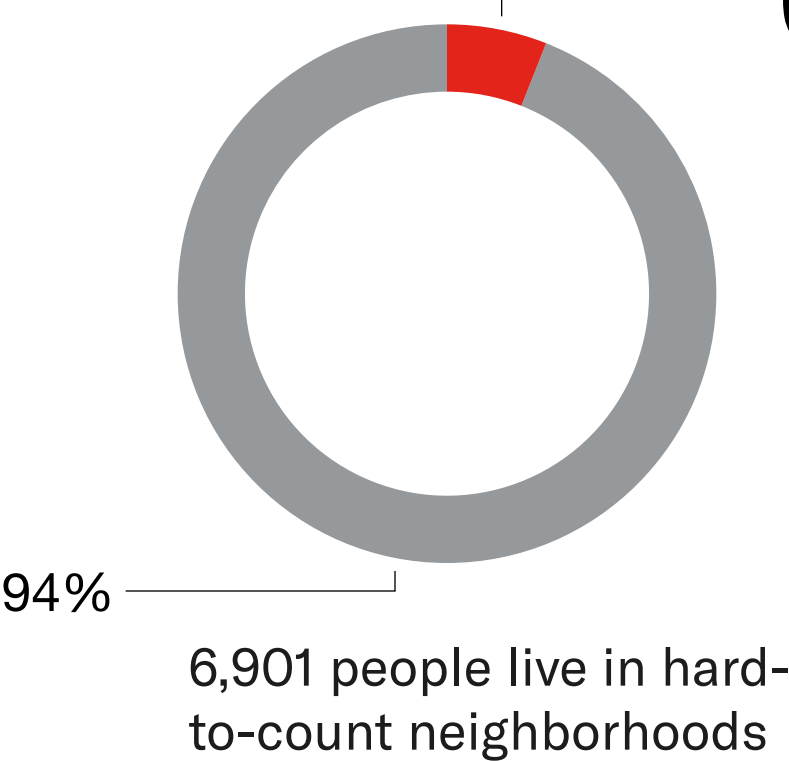


County Type:



Mostly Urban

Hard to Count Population: **6%**



Top Messaging Drivers:

1. Alabama would lose up to \$13 billion in federal funding
2. Relocation of businesses could bring about new markets and job opportunities
3. Alabama would lose up to two representatives in Washington, D.C.

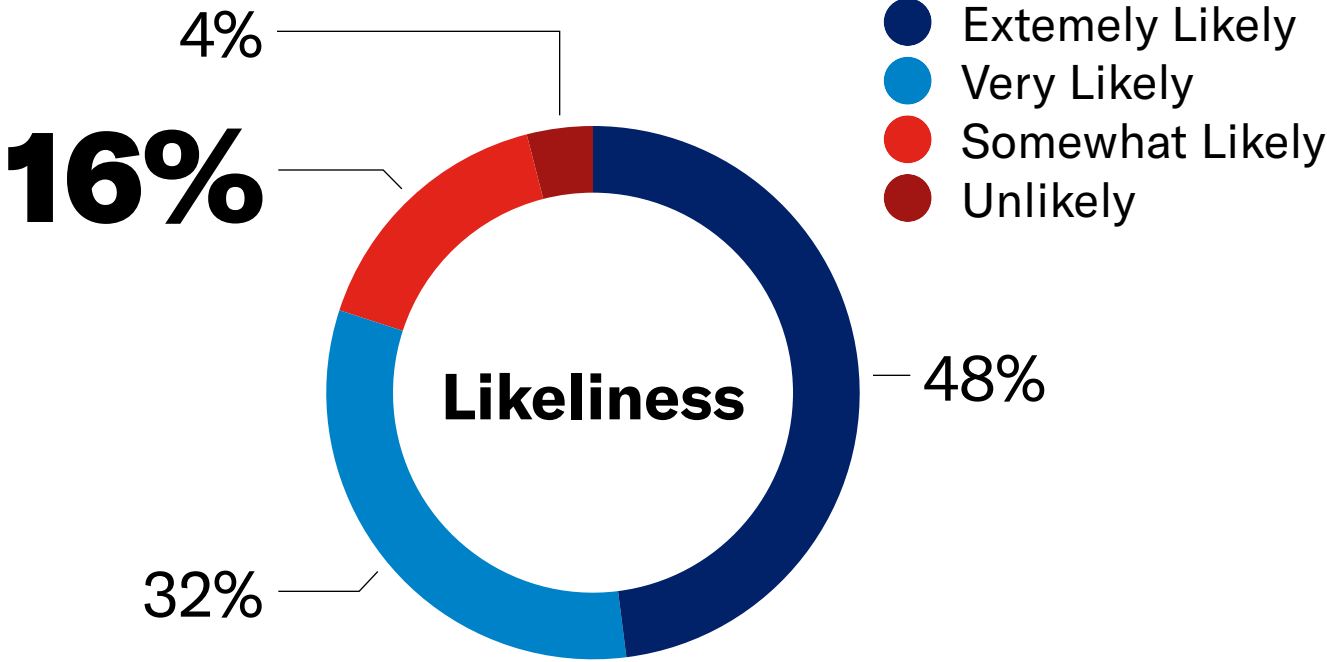
Top Census Deterrents:

1. Busy/Don't have time/Won't take time
2. Don't understand importance/use
3. Ignorant/Uneducated

Chambers County Profile

Indifference Index: **11.44**

*Ranking are from 7-15 & Median County value is 10.4



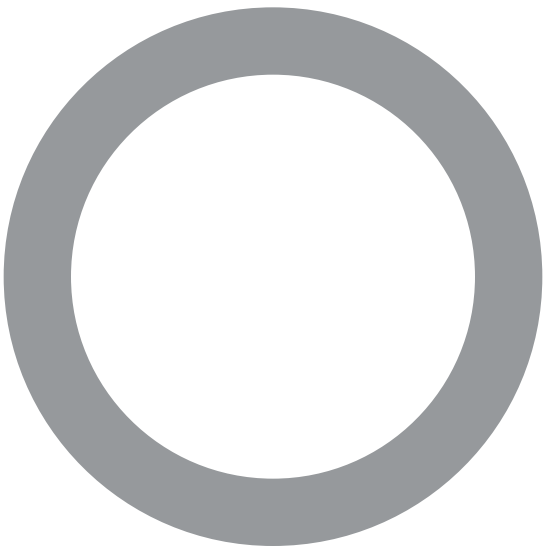
Somewhat-Likely Population: **5,378**

County Type:



Mostly Urban

Hard to Count Population:



0 people live in hard-to-count neighborhoods

100%

Top Messaging Drivers:

1. Alabama would lose up to \$13 billion in federal funding
2. Alabama would lose up to two representatives in Washington, D.C.
3. Relocation of businesses could bring about new markets and job opportunities

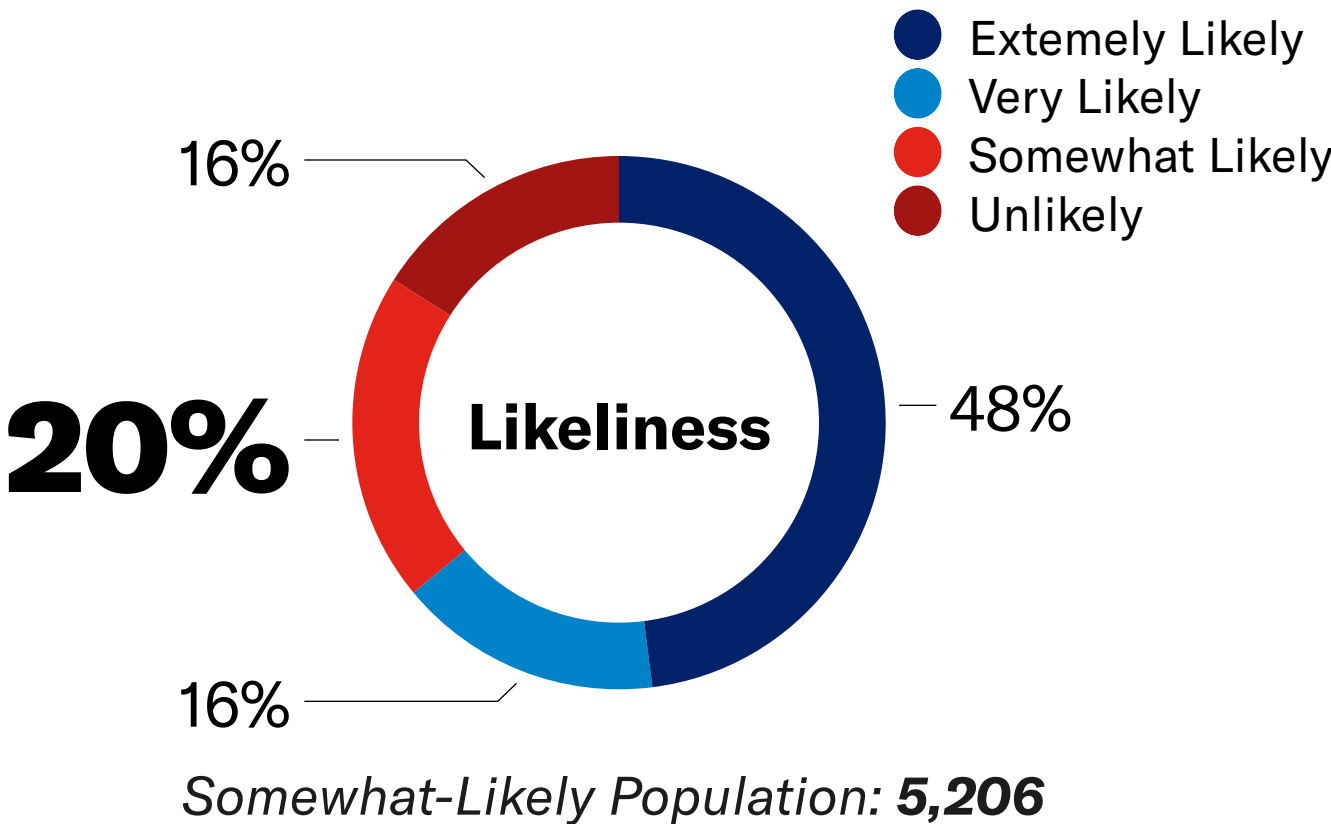
Top Census Deterrents:

1. Don't care/Apathy/Indifferent
2. Busy/Don't have time/Won't take time

Cherokee County Profile

Indifference Index: **9.24**

*Ranking are from 7-15 & Median County value is 10.4

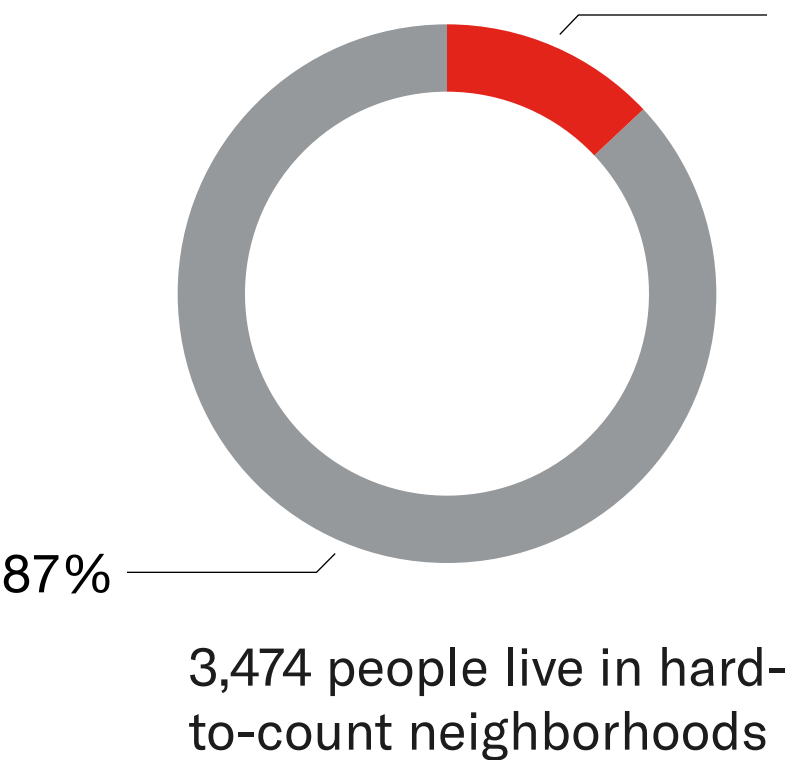


County Type:



Mostly Rural

Hard to Count Population: **13%**



Top Messaging Drivers:

1. Alabama would lose up to \$13 billion in federal funding
2. Your community could be subject to partisan redistricting (gerrymandering)
3. Relocation of businesses could bring about new markets and job opportunities

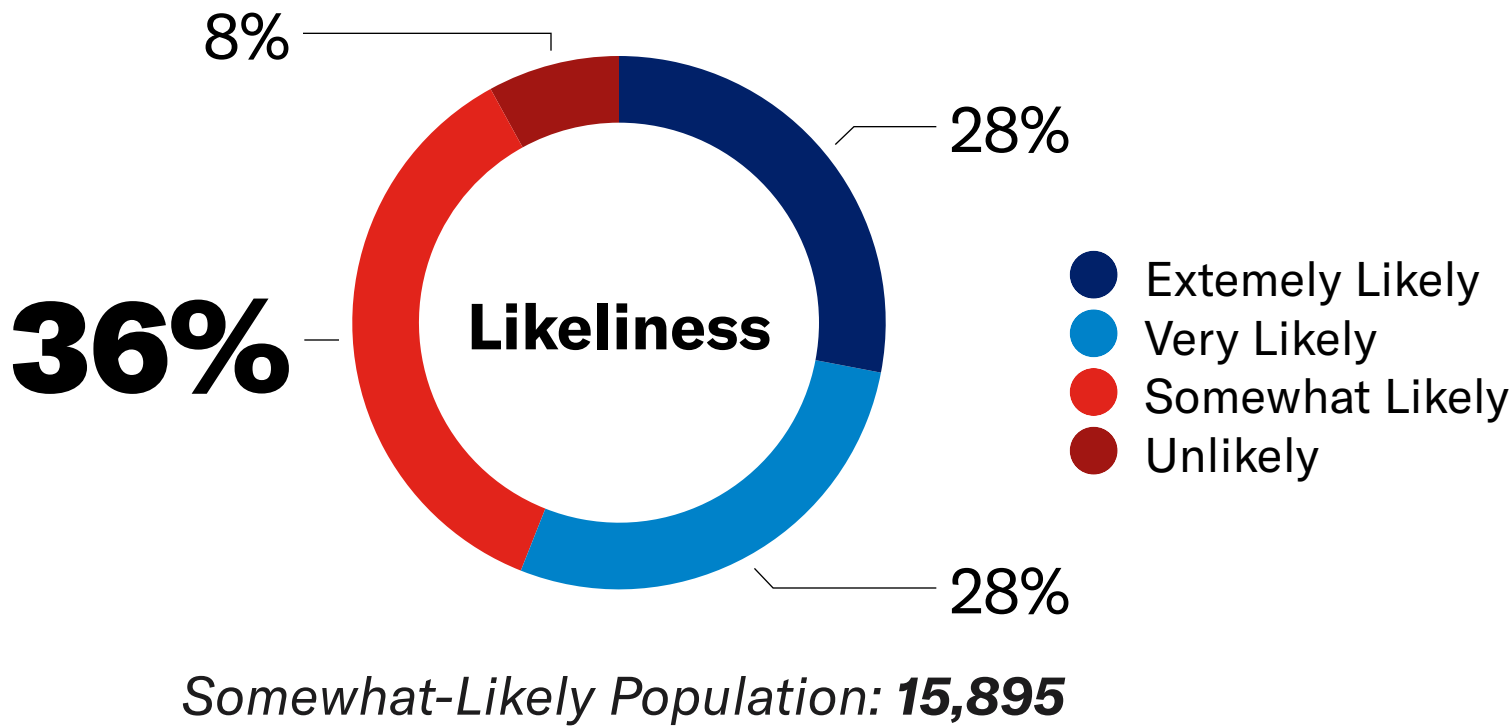
Top Census Deterrents:

1. Lazy
2. Privacy, Don't Understand Importance/use, Busy/Don't have time/Won't Take time, Don't care/Apathy/Indifferent

Chilton County Profile

Indifference Index: **10.28**

*Ranking are from 7-15 & Median County value is 10.4

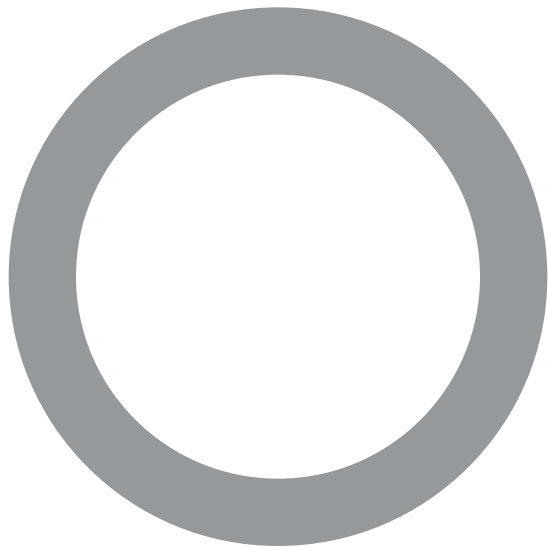


County Type:



Mostly Rural

Hard to Count Population:



0 people live in hard-to-count neighborhoods

100%

Top Messaging Drivers:

1. Alabama would lose up to \$13 billion in federal funding
2. Information and statistics could be presented to your local government
3. Relocation of businesses could bring about new markets and job opportunities

Top Census Deterrents:

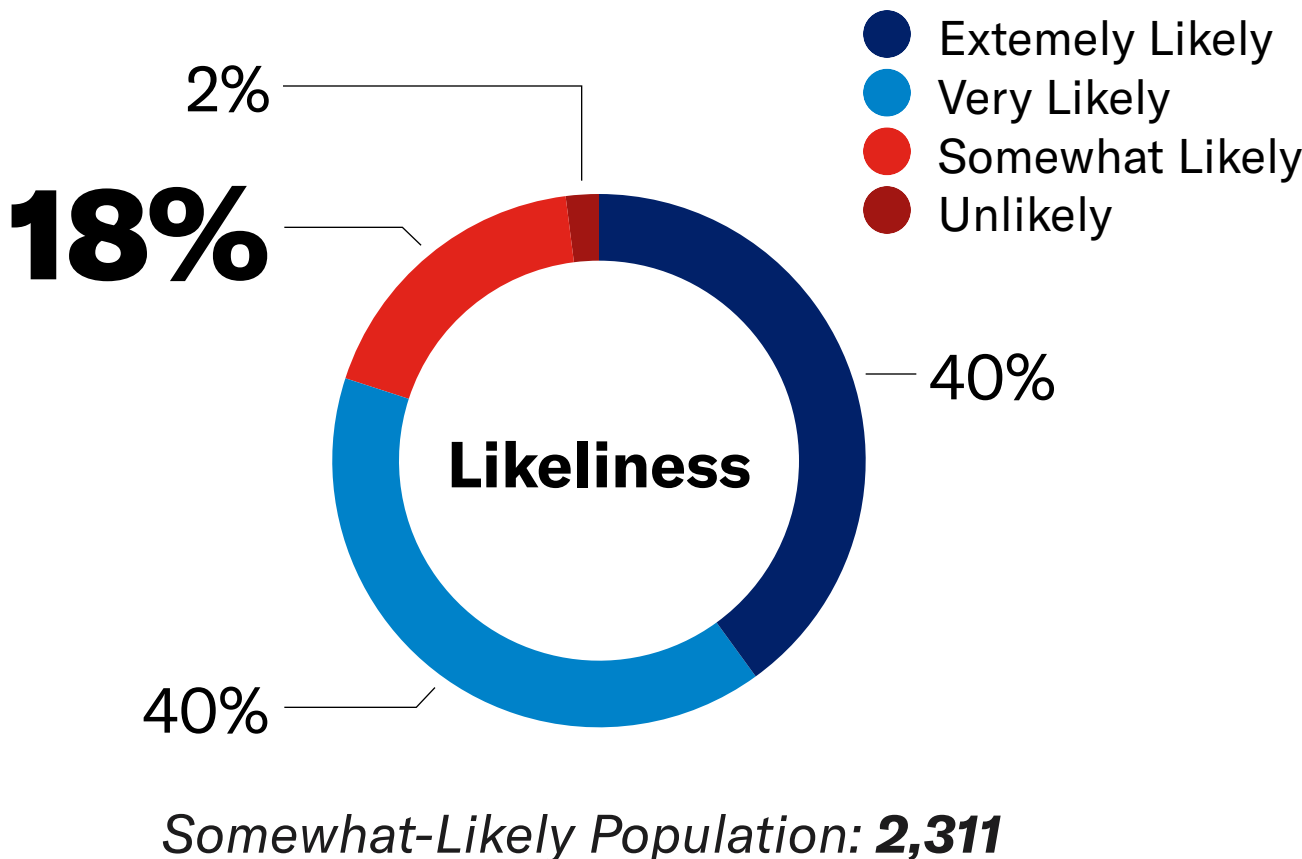
1. Don't understand importance/use
2. Lazy, Illegal/Undocumented, Don't care/Apathy/Indifferent

Choctaw County Profile

Indifference Index:

11.46

*Ranking are from 7-15 & Median County value is 10.4

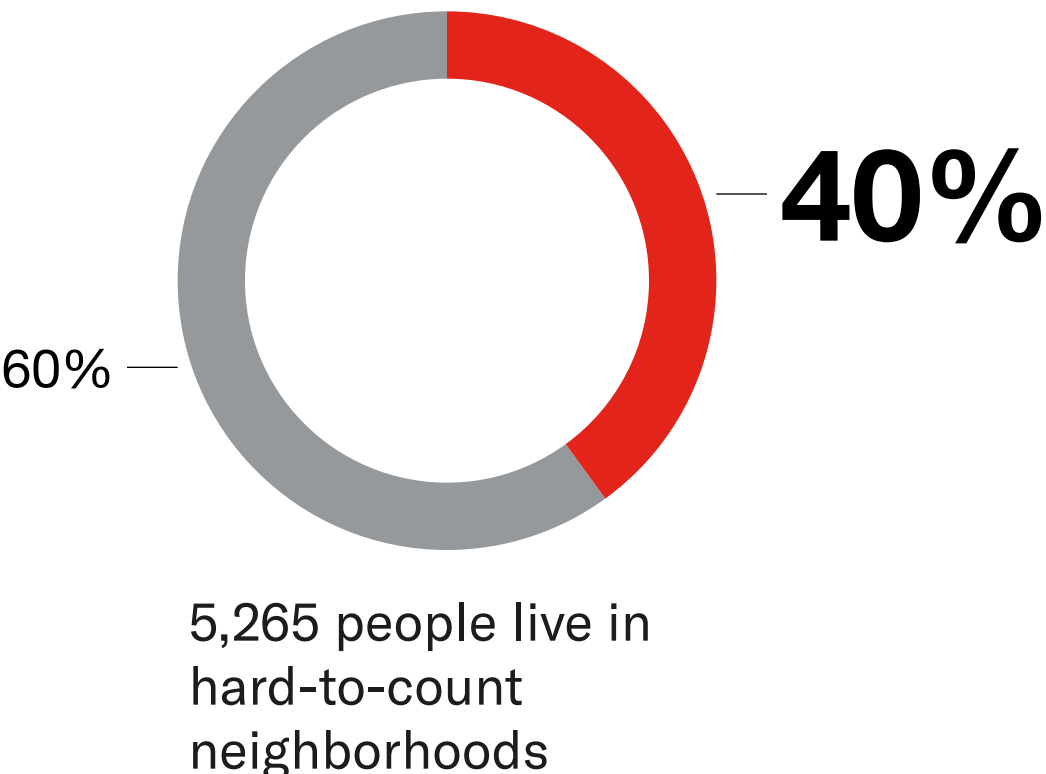


County Type:



Completely Rural

Hard to Count Population:



Top Messaging Drivers:

- 1. Alabama would lose up to \$13 billion in federal funding
- 2. Information and statistics could be presented to your local government
- 3. Relocation of businesses could bring about new markets and job opportunities

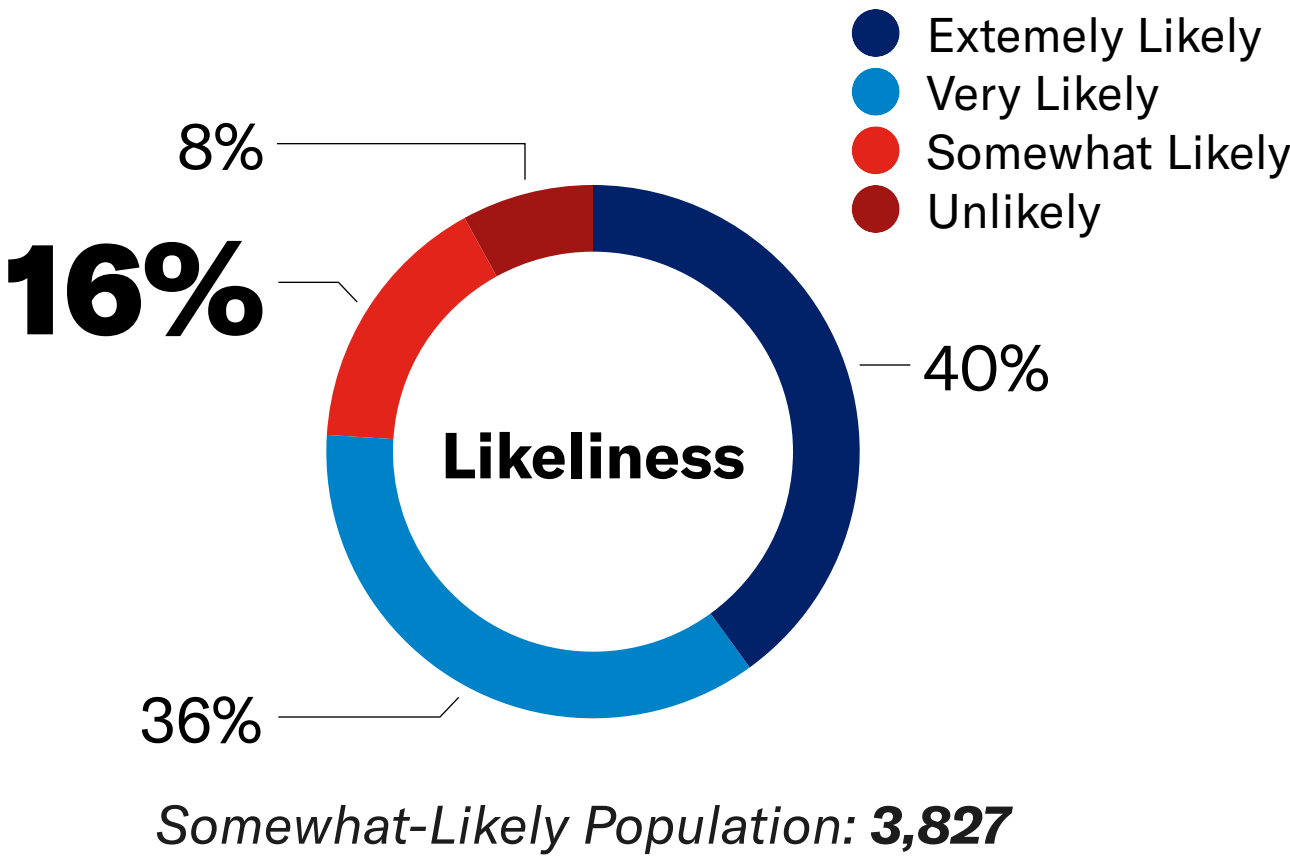
Top Census Deterrents:

- 1. Lazy
- 2. Inconvenient/Hassle / Difficult/Hard to understand

Clarke County Profile

Indifference Index: **12.73**

*Ranking are from 7-15 & Median County value is 10.4

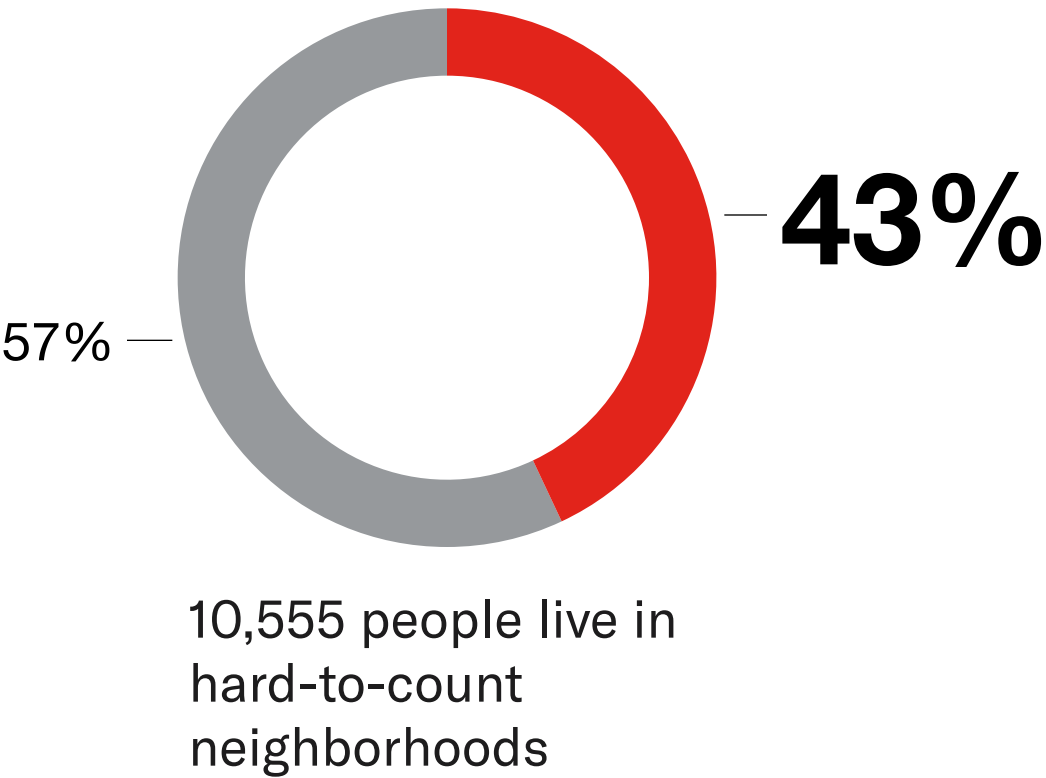


County Type:



Mostly Rural

Hard to Count Population:



Top Messaging Drivers:

1. Alabama would lose up to \$13 billion in federal funding
2. Relocation of businesses could bring about new markets and job opportunities
3. Information and statistics could be presented to your local government

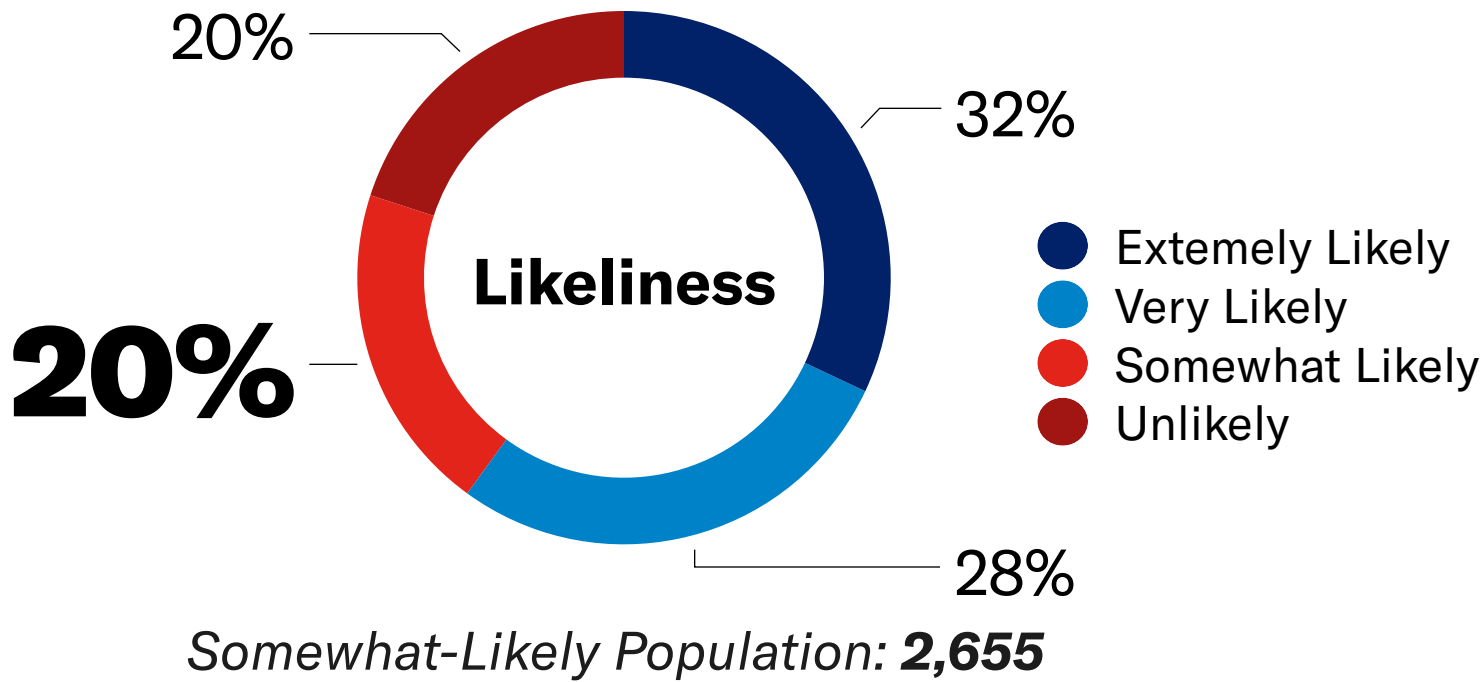
Top Census Deterrents:

1. Don't understand importance/use
2. Lazy

Clay County Profile

Indifference Index: 9.38

*Ranking are from 7-15 & Median County value is 10.4

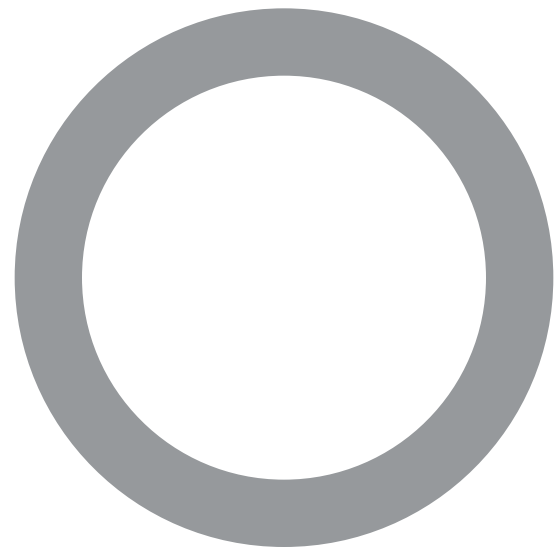


County Type:



Completely Rural

Hard to Count Population:



0 people live in hard-to-count neighborhoods

Top Messaging Drivers:

1. Alabama would lose up to \$13 billion in federal funding
2. Information and statistics could be presented to your local government
3. It is your civic duty

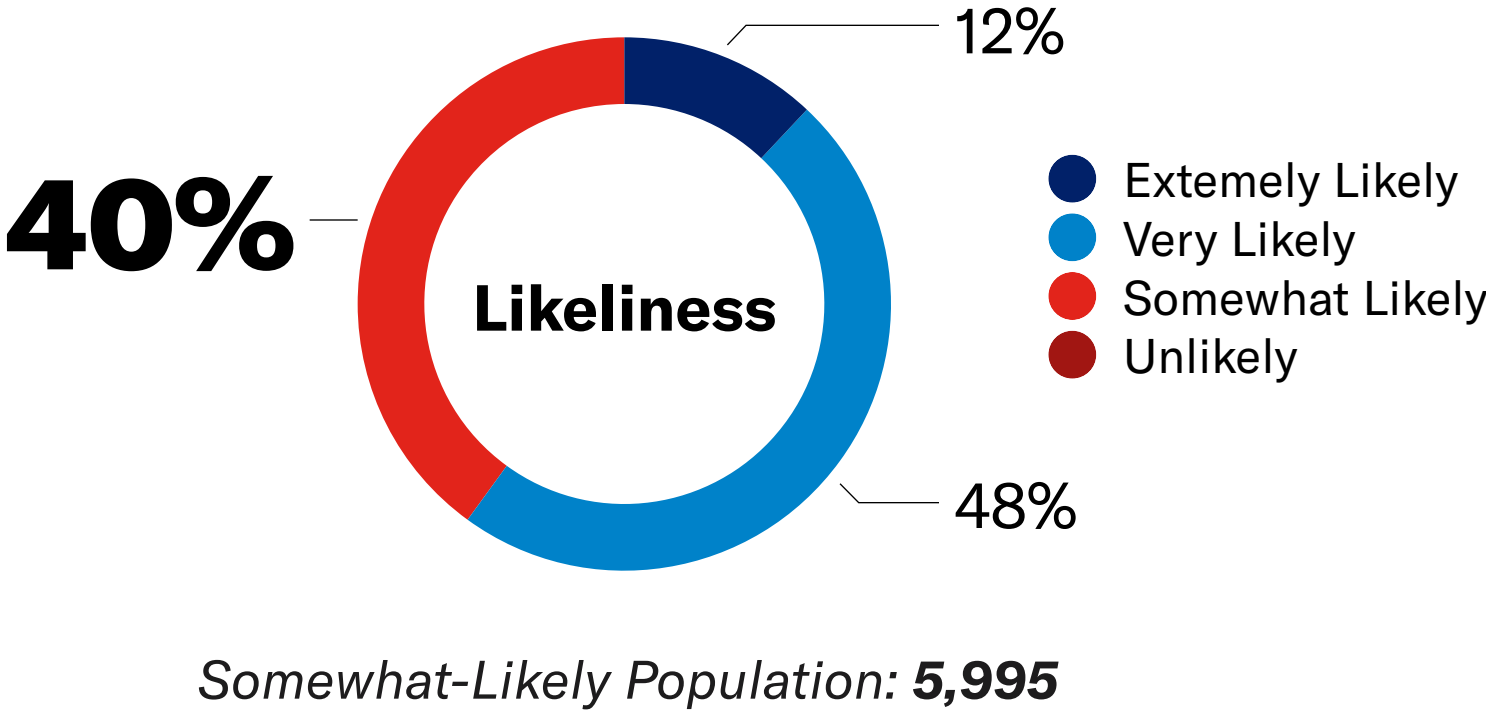
Top Census Deterrents:

1. Don't care/Apathy/Indifferent
2. Busy/Don't have time/Won't take time

Cleburne County Profile

Indifference Index: **7.92**

*Ranking are from 7-15 & Median County value is 10.4

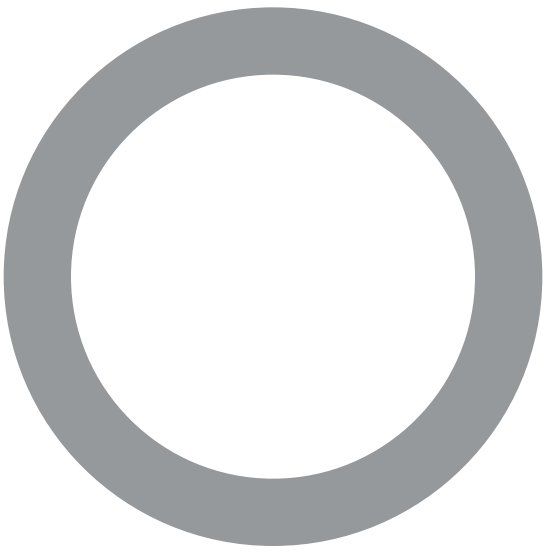


County Type:



Completely Rural

Hard to Count Population:



0 people live in hard-to-count neighborhoods

Top Messaging Drivers:

1. Alabama would lose up to \$13 billion in federal funding
2. Information and statistics could be presented to your local government
3. Relocation of businesses could bring about new markets and job opportunities

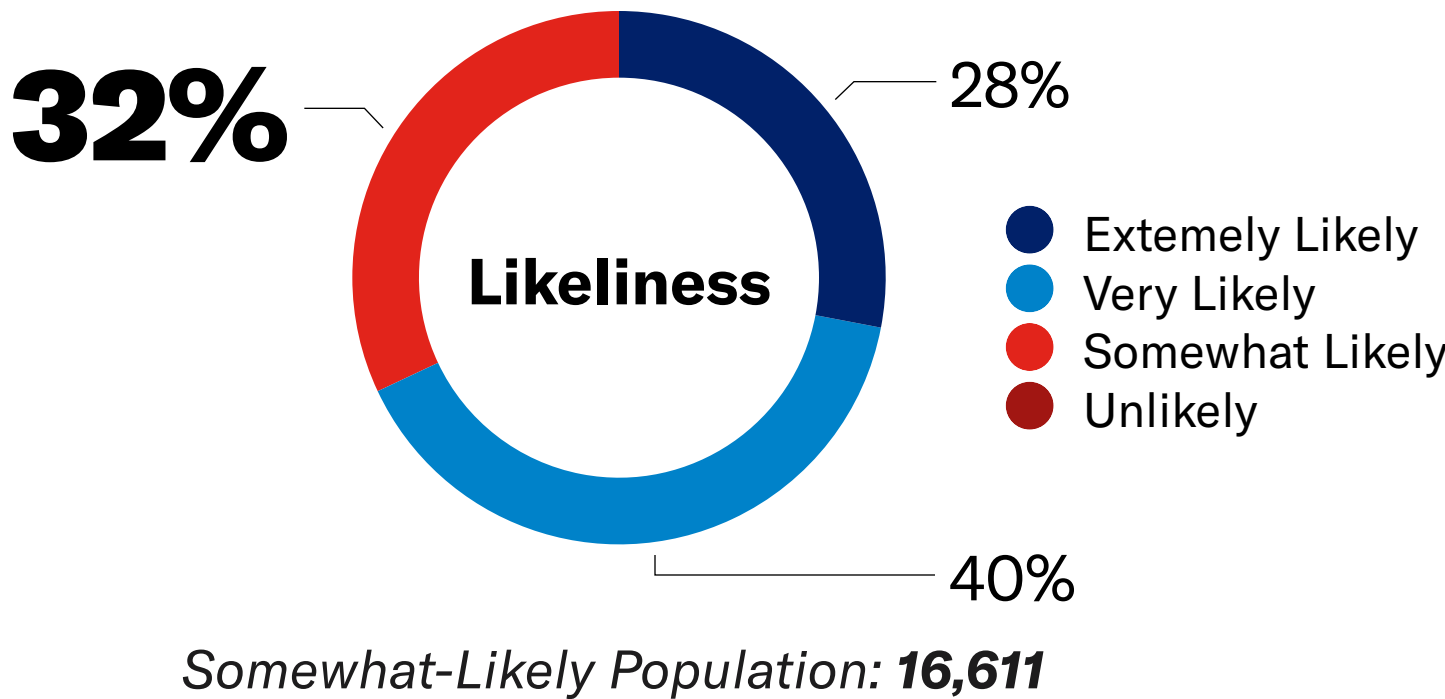
Top Census Deterrents:

1. Lazy
2. Inconvenient/Hassle / Difficult/Hard to understand

Coffee County Profile

Indifference Index: **9.86**

*Ranking are from 7-15 & Median County value is 10.4

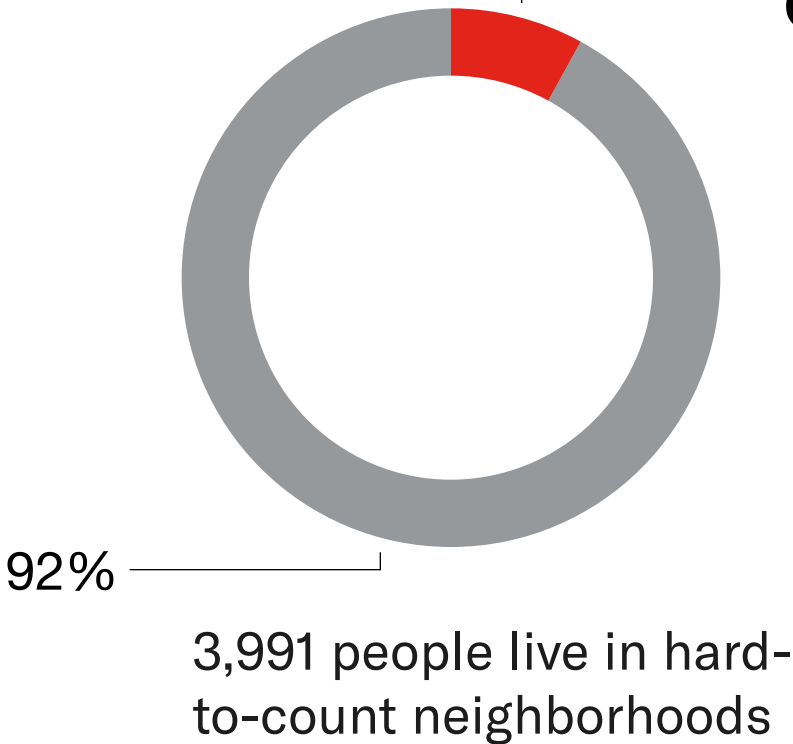


County Type:



Mostly Urban

Hard to Count Population: **8%**



Top Messaging Drivers:

1. Alabama would lose up to \$13 billion in federal funding
2. Relocation of businesses could bring about new markets and job opportunities
3. Alabama would lose up to two representatives in Washington, D.C.
4. Your community could be subject to partisan redistricting (gerrymandering)

Top Census Deterrents:

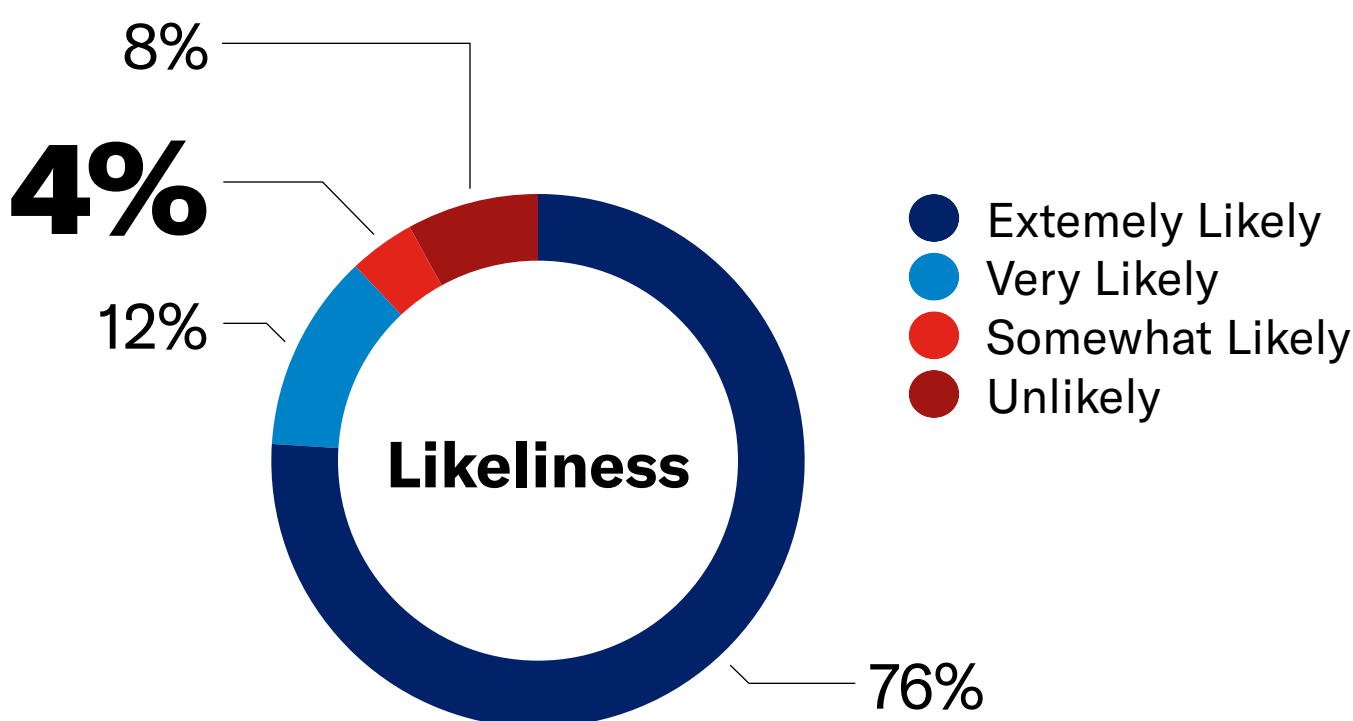
1. Lazy
2. Busy/Don't have time/Won't take time
3. Don't care/Apathy/Indifferent
4. Privacy
5. Doesn't change anything/Waste of time
6. Don't understand importance/use

Colbert County Profile

Indifference Index:

13.6

*Ranking are from 7-15 & Median County value is 10.4



Somewhat-Likely Population: **2,190**

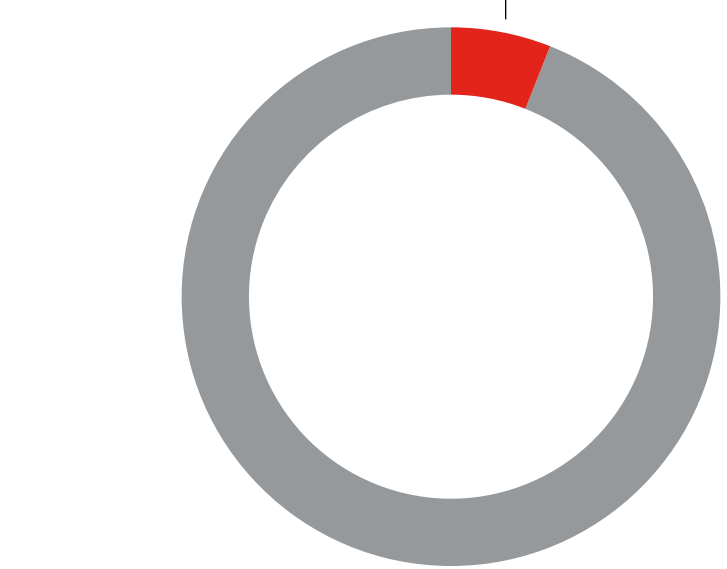
County Type:



Mostly Urban

Hard to Count Population:

6%



3,480 people live in hard-to-count neighborhoods

Top Messaging Driver:

1. Alabama would lose up to \$13 billion in federal funding
2. Relocation of businesses could bring about new markets and job opportunities
3. Alabama would lose up to two representatives in Washington, D.C.

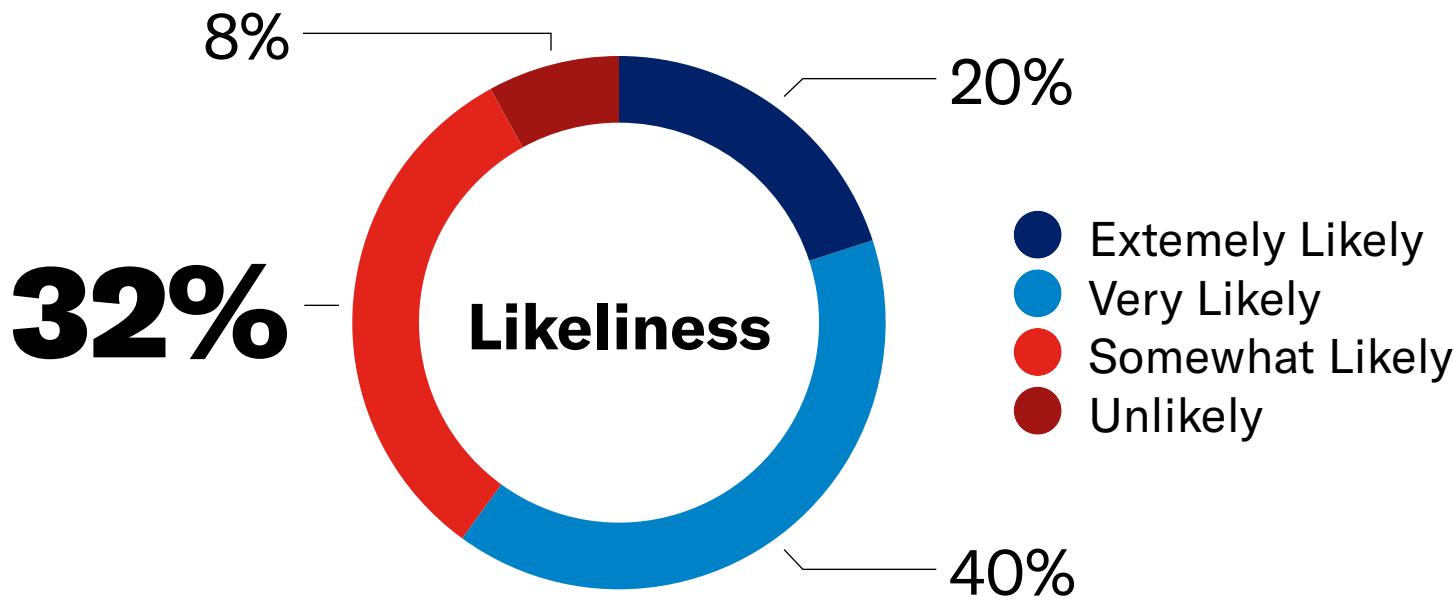
Top Census Deterrents:

1. Don't understand importance/use
2. Don't care/Apathy/Indifferent

Conecuh County Profile

Indifference Index: **10.95**

*Ranking are from 7-15 & Median County value is 10.4



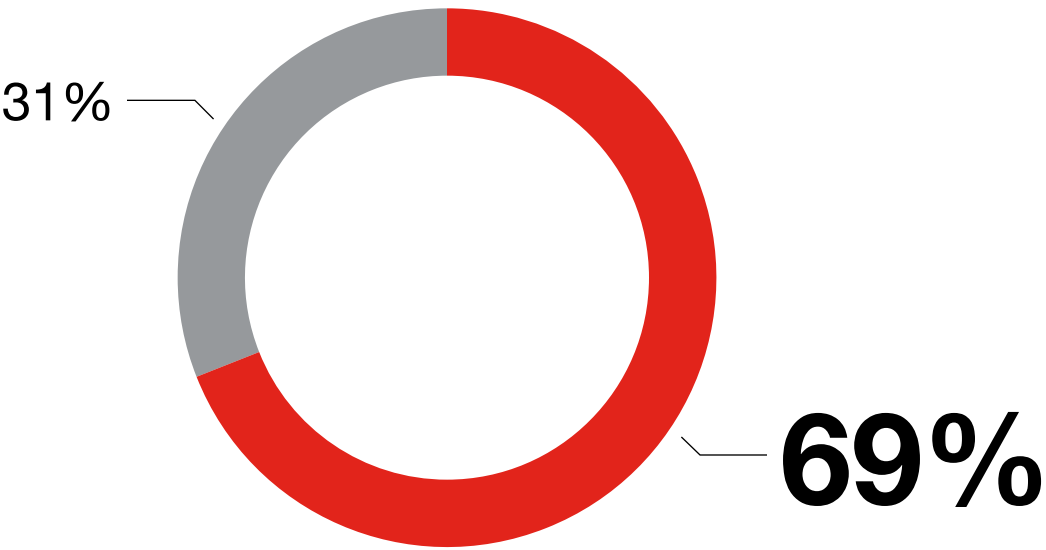
Somewhat-Likely Population: **3,929**

County Type:



Mostly Rural

Hard to Count Population:



8,686 people live in hard-to-count neighborhoods

Top Messaging Drivers:

1. Alabama would lose up to \$13 billion in federal funding
2. Information and statistics could be presented to your local government
3. Alabama would lose up to two representatives in Washington, D.C.
4. Your local government would be less equipped to address changes in your community

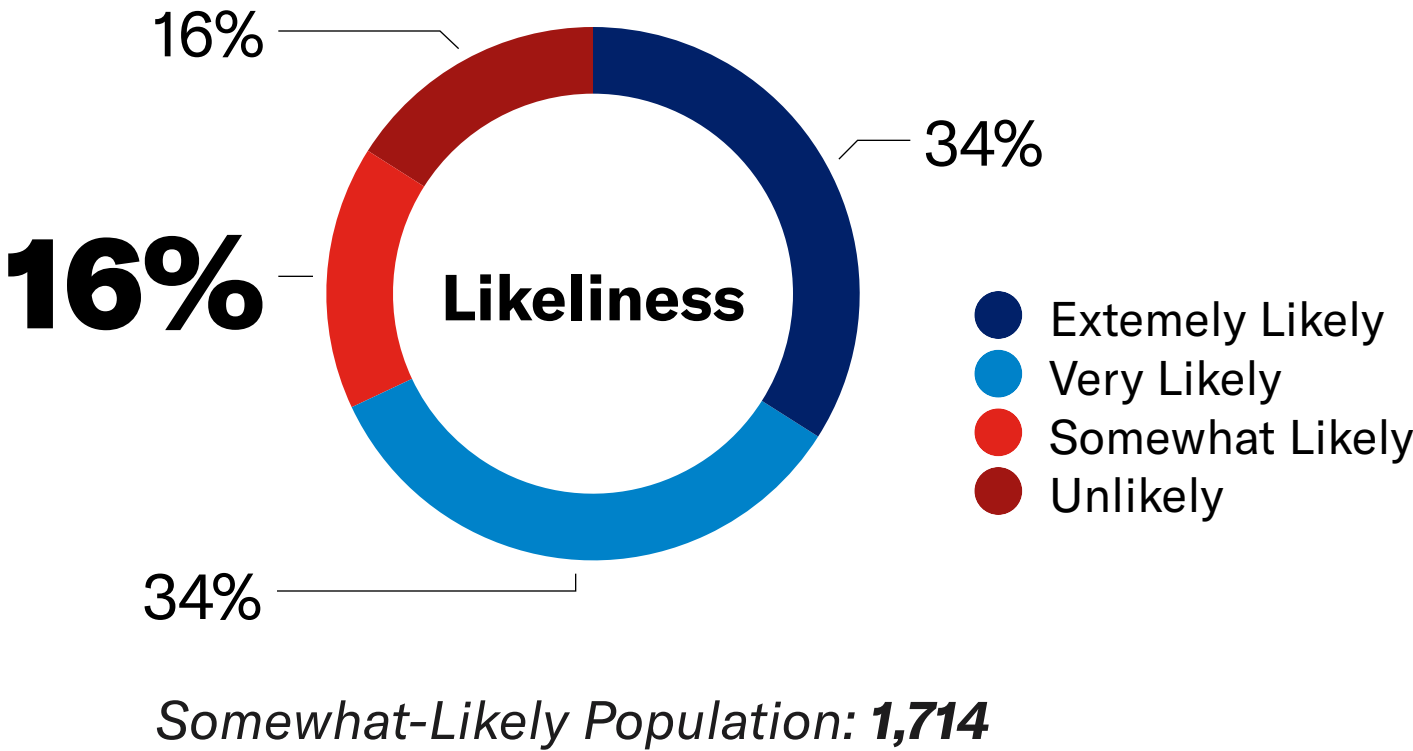
Top Census Deterrents:

1. Don't understand importance/use
2. Unaware/Don't know what it is
3. Privacy
4. Afraid (of deportation, consequences, being found)

Coosa County Profile

Indifference Index: **12.73**

*Ranking are from 7-15 & Median County value is 10.4

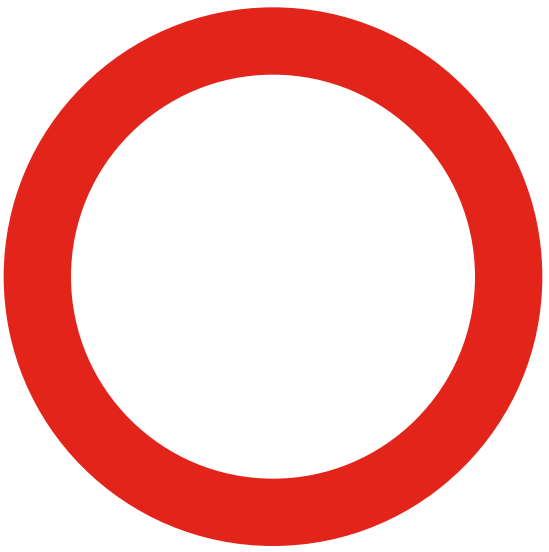


County Type:



Completely Rural

Hard to Count Population:



100%

10,955 people live in hard-to-count neighborhoods

Top Messaging Drivers:

1. Alabama would lose up to \$13 billion in federal funding
2. Relocation of businesses could bring about new markets and job opportunities
3. Information and statistics could be presented to your local government

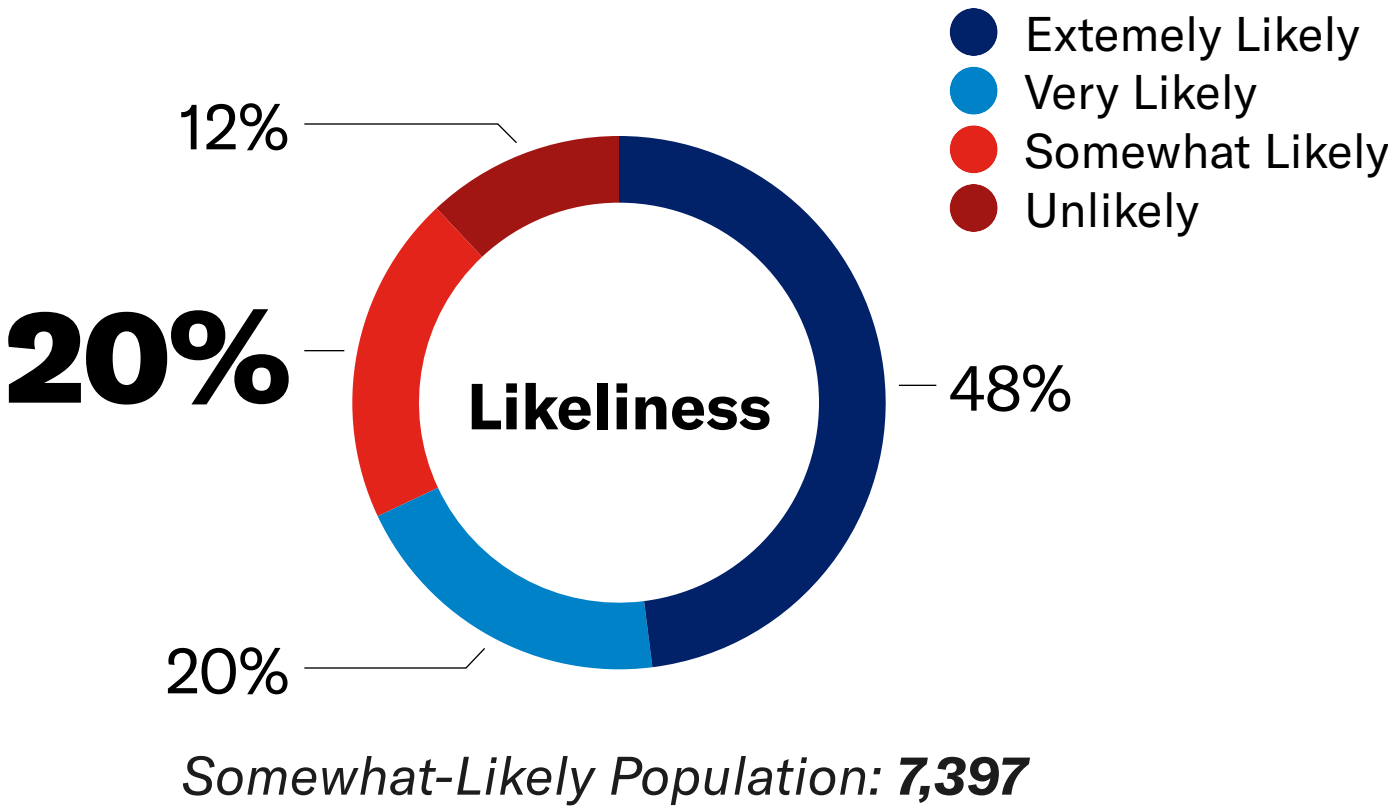
Top Census Deterrents:

1. Lazy
2. Don't understand importance/use

Covington County Profile

Indifference Index: **8.56**

*Ranking are from 7-15 & Median County value is 10.4

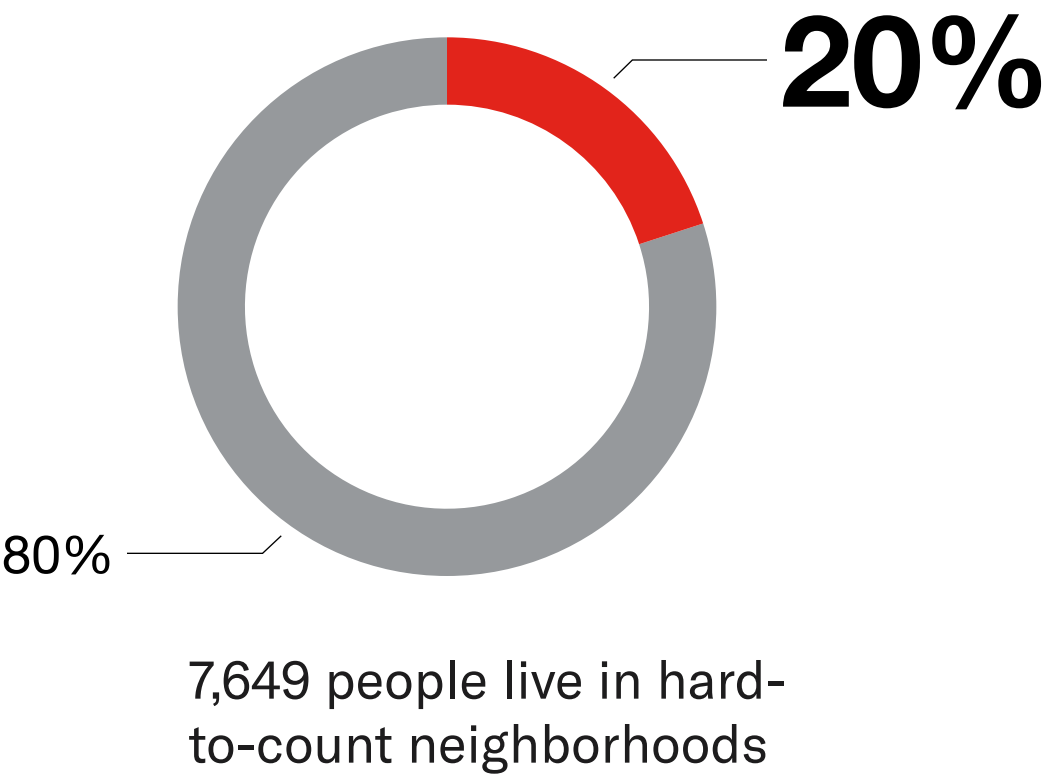


County Type:



Mostly Rural

Hard to Count Population:



Top Messaging Drivers:

1. Alabama would lose up to \$13 billion in federal funding
2. Alabama would lose up to two representatives in Washington, D.C.
3. Information and statistics could be presented to your local government

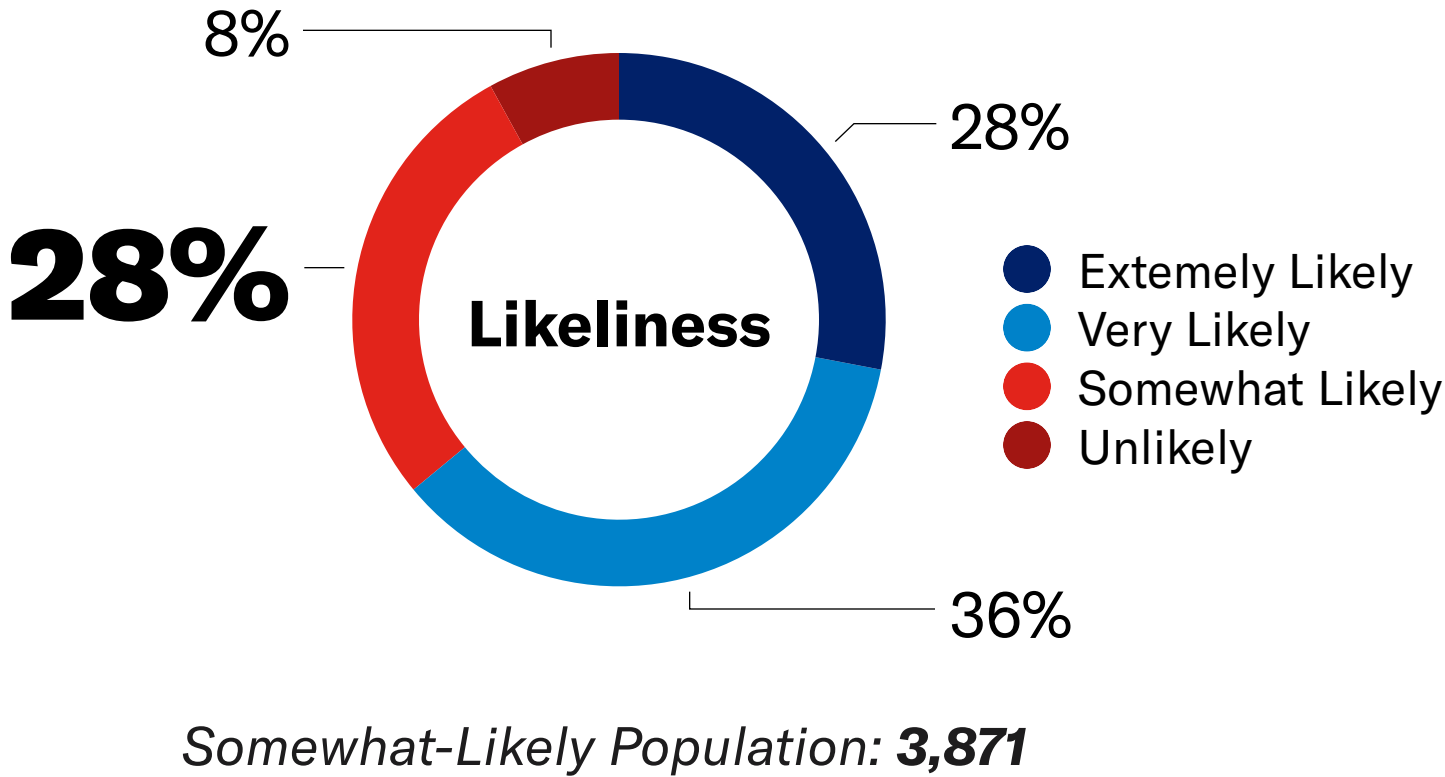
Top Census Deterrents:

1. Don't understand importance/use
2. Paranoid, Privacy
3. Afraid (of deportation, consequences, being found)
4. Busy/Don't have time/Won't take time

Crenshaw County Profile

Indifference Index: **9.28**

*Ranking are from 7-15 & Median County value is 10.4

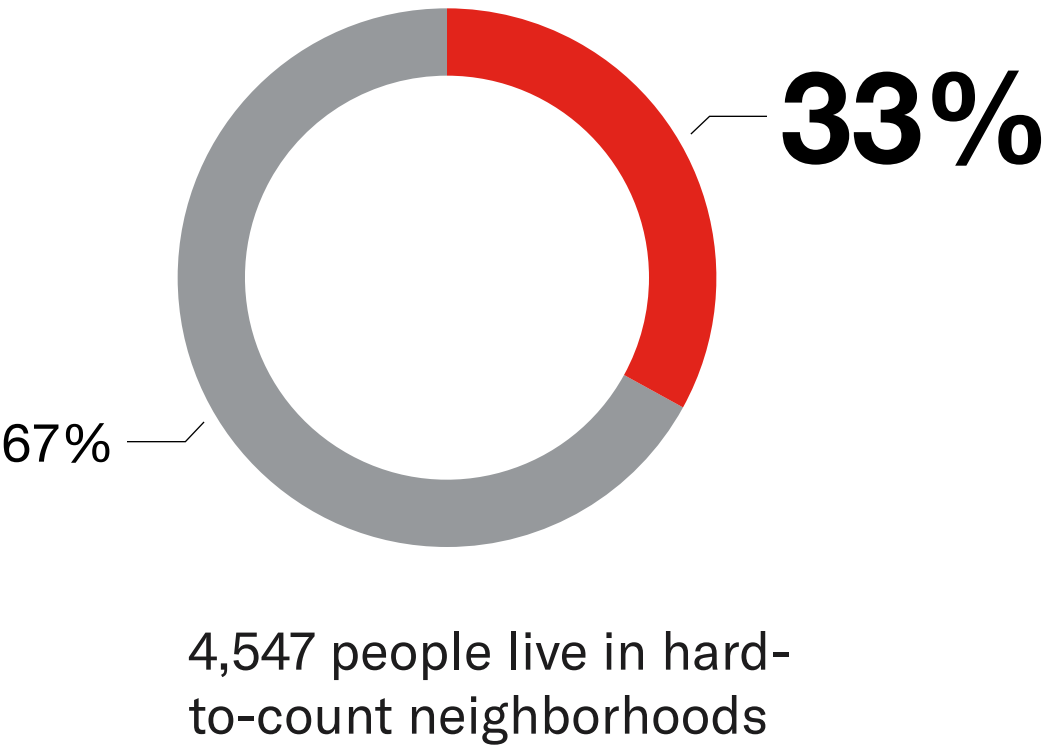


County Type:



Completely Rural

Hard to Count Population:



Top Messaging Drivers:

1. Alabama would lose up to \$13 billion in federal funding
2. Relocation of businesses could bring about new markets and job opportunities
3. Alabama would lose up to two representatives in Washington, D.C.

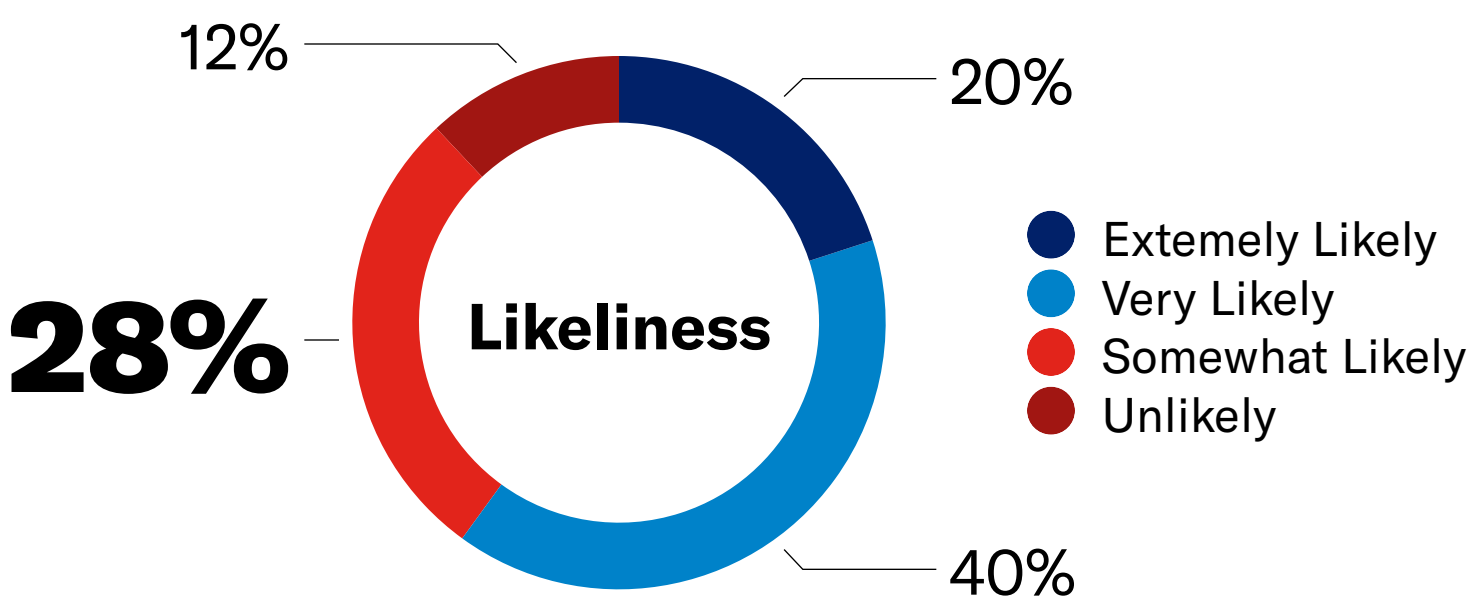
Top Census Deterrents:

1. Takes too long to complete
2. Busy/Don't have time/Won't take time
3. Don't trust government/Anti-government
4. Don't care/Apathy/Indifferent
5. Don't think it matters/Not important
6. Illegal/Undocumented
7. Privacy

Cullman County Profile

Indifference Index: 9.28

*Ranking are from 7-15 & Median County value is 10.4



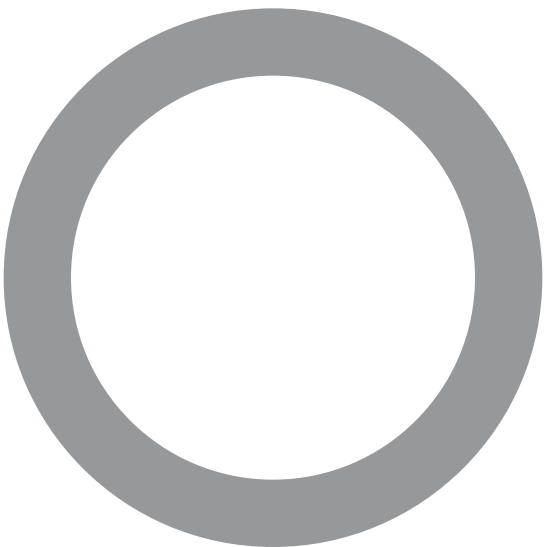
Somewhat-Likely Population: 23,364

County Type:



Mostly Rural

Hard to Count Population:



0 people live in hard-to-count neighborhoods

100%

Top Messaging Drivers:

1. Alabama would lose up to \$13 billion in federal funding
2. Information and statistics could be presented to your local government
3. Relocation of businesses could bring about new markets and job opportunities

Top Census Deterrents:

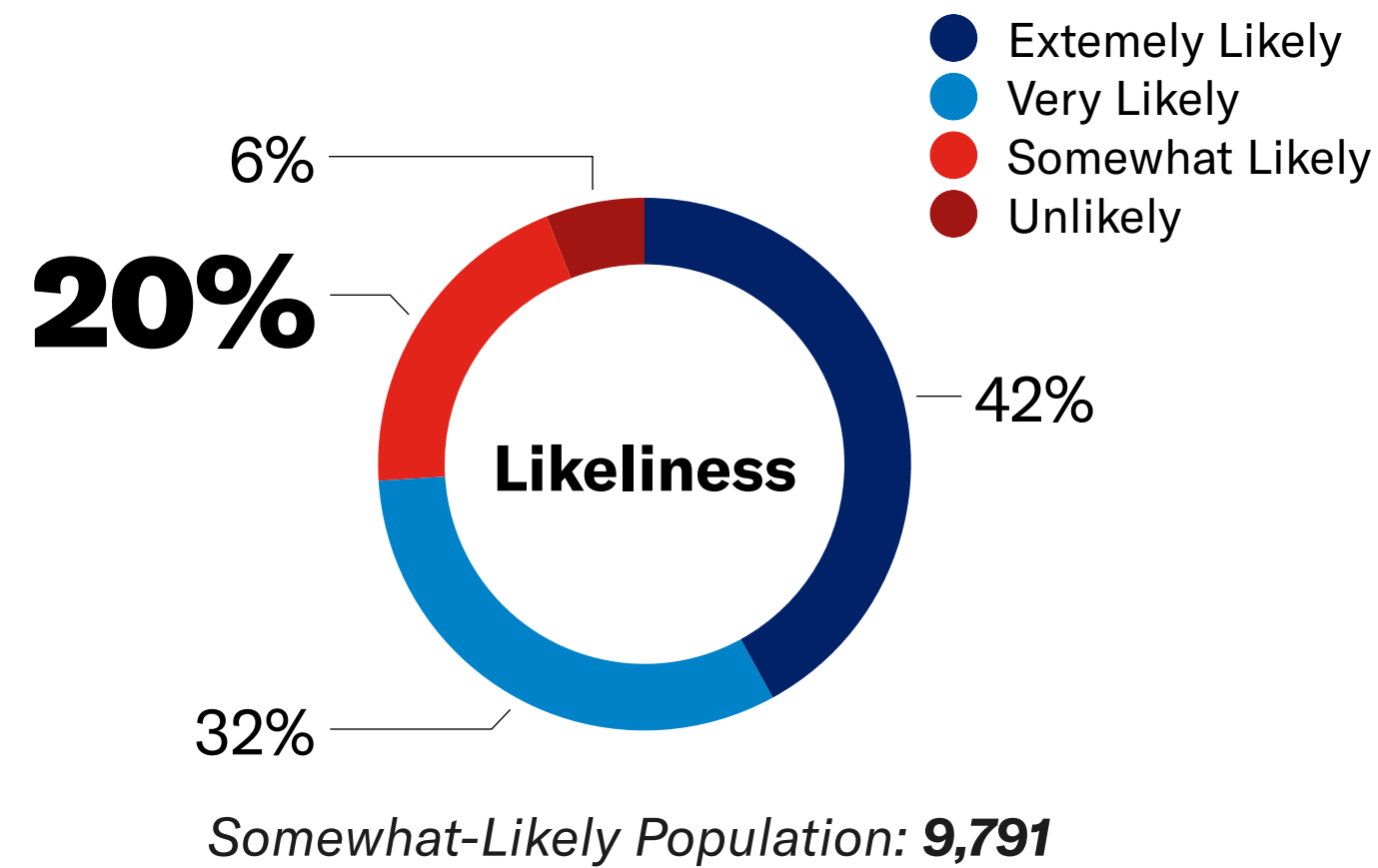
1. Lazy
2. Don't understand importance/use
3. Busy/Don't have time/Won't take time

Dale County Profile

Indifference Index:

12.4

*Ranking are from 7-15 & Median County value is 10.4

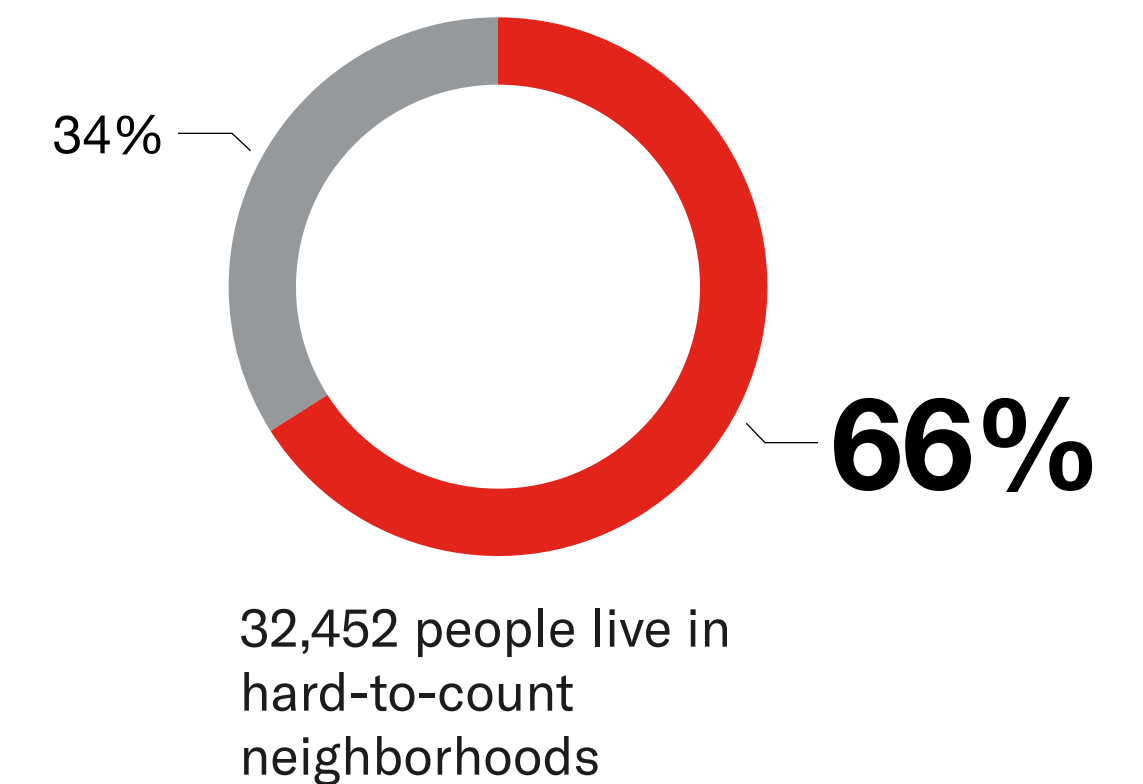


County Type:



Mostly Rural

Hard to Count Population:



Top Messaging Drivers:

1. Alabama would lose up to \$13 billion in federal funding
2. Relocation of businesses could bring about new markets and job opportunities
3. Alabama would lose up to two representatives in Washington, D.C.
4. Your local government would be less equipped to address changes in your community

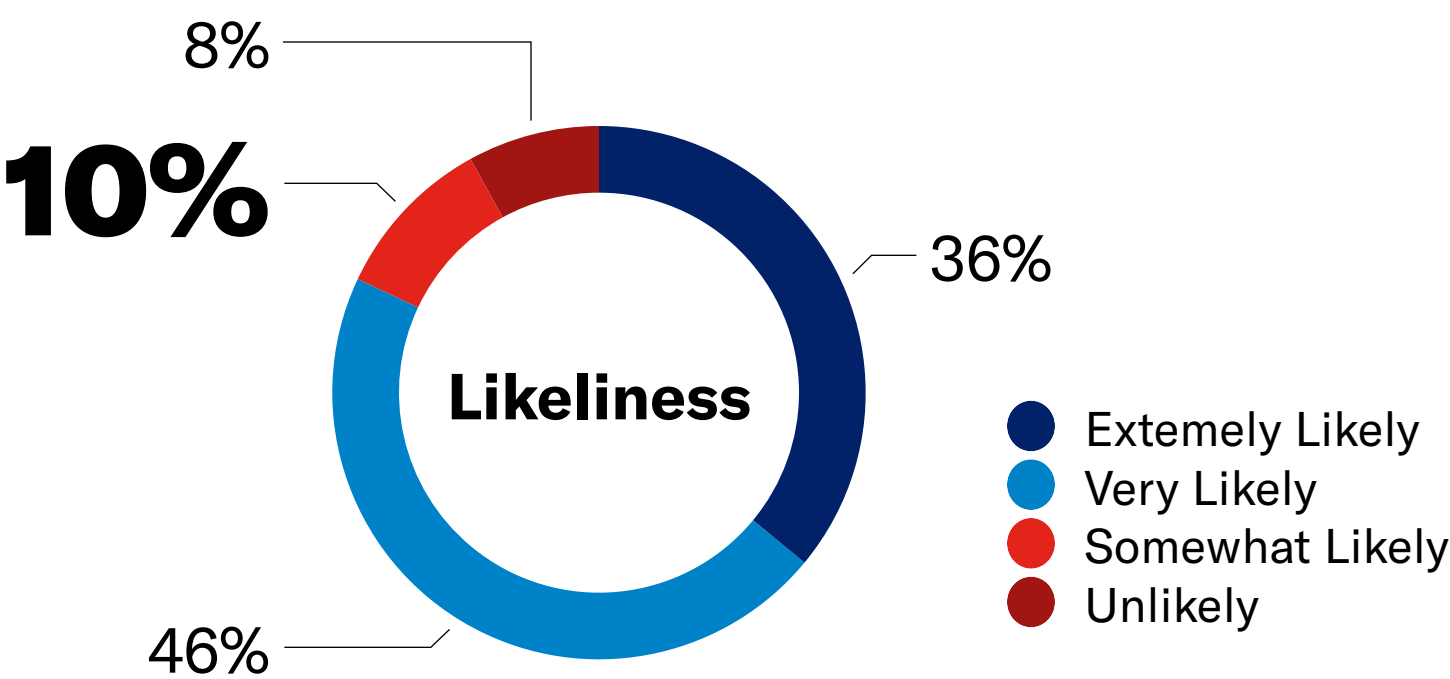
Top Census Deterrents:

1. Don't think it matters/Not important
2. Don't care/Apathy/Indifferent
3. Don't understand importance/use

Dallas County Profile

Indifference Index: 9.52

*Ranking are from 7-15 & Median County value is 10.4



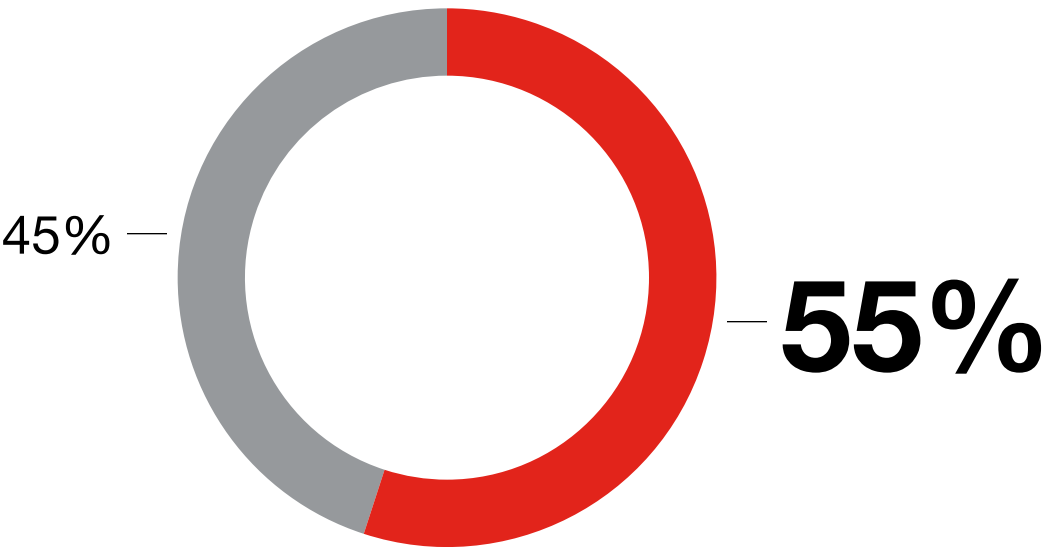
Somewhat-Likely Population: 3,831

County Type:



Mostly Urban

Hard to Count Population:



22,469 people live in hard-to-count neighborhoods

Top Messaging Drivers:

1. Alabama would lose up to \$13 billion in federal funding
2. Information and statistics could be presented to your local government
3. Your local government would be less equipped to address changes in your community

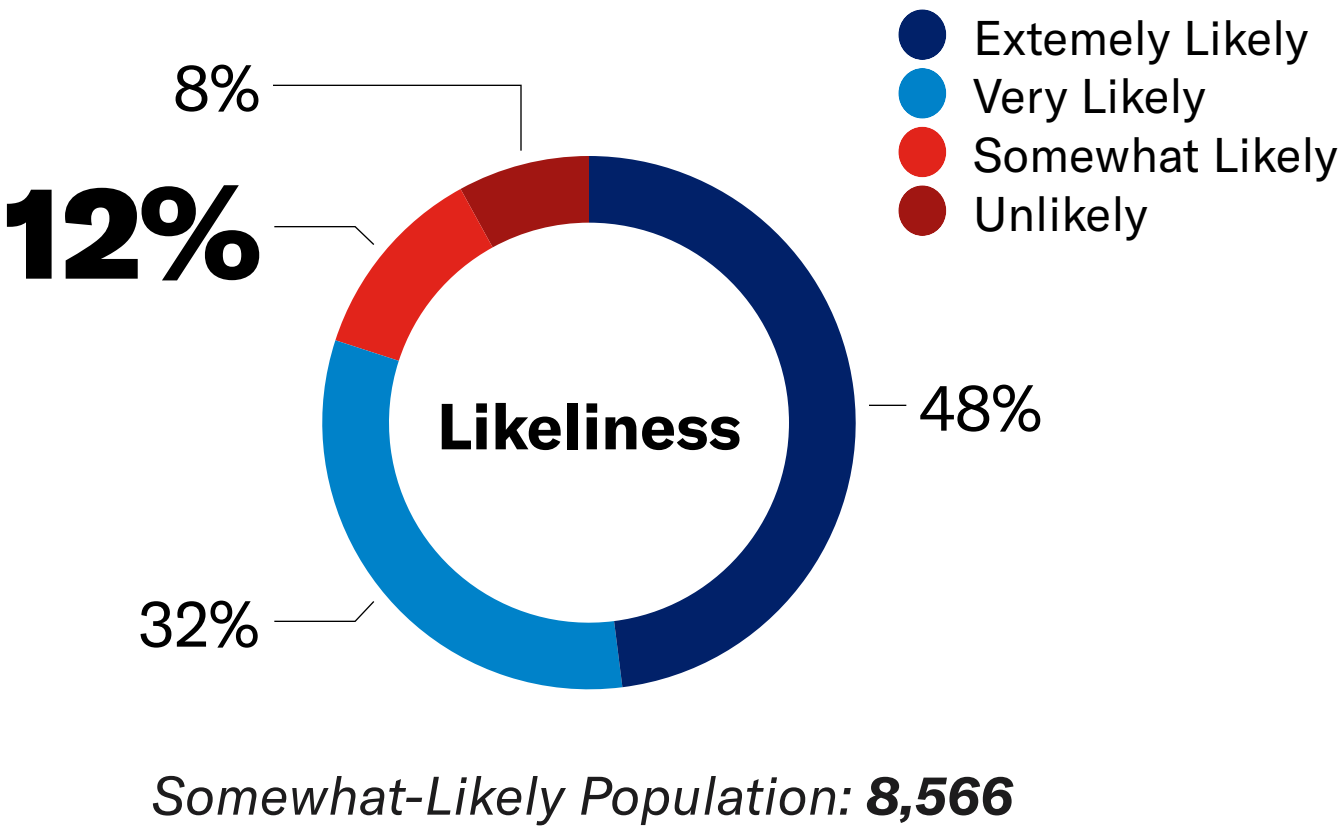
Top Census Deterrents:

1. Lazy
2. Afraid (of deportation, consequences, being found)
3. Don't understand importance/use

Dekalb County Profile

Indifference Index: **9.92**

*Ranking are from 7-15 & Median County value is 10.4

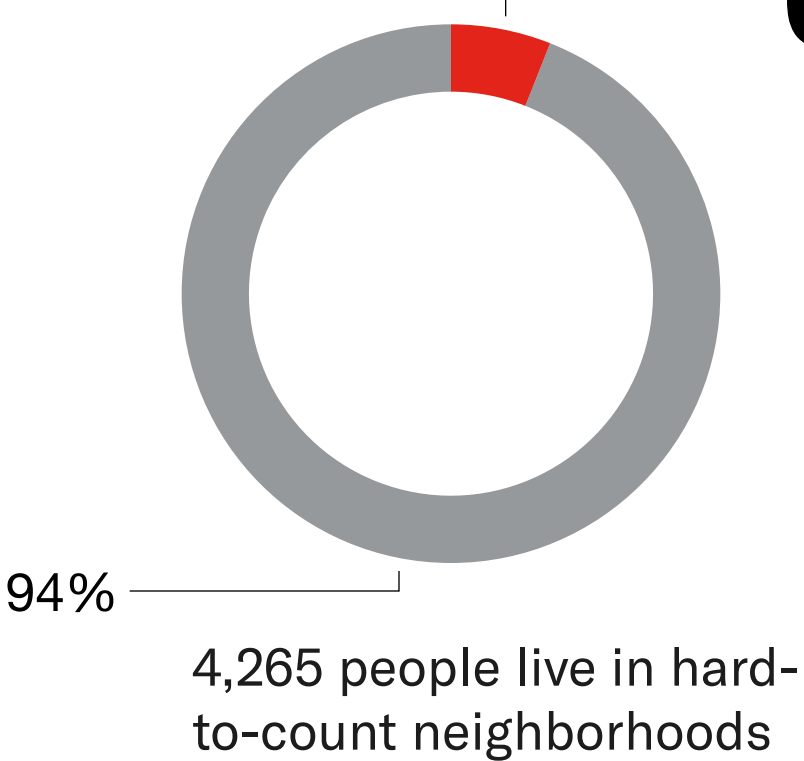


County Type:



Mostly Rural

Hard to Count Population: **6%**



Top Messaging Drivers:

1. Alabama would lose up to \$13 billion in federal funding
2. Relocation of businesses could bring about new markets and job opportunities
3. Alabama would lose up to two representatives in Washington, D.C.

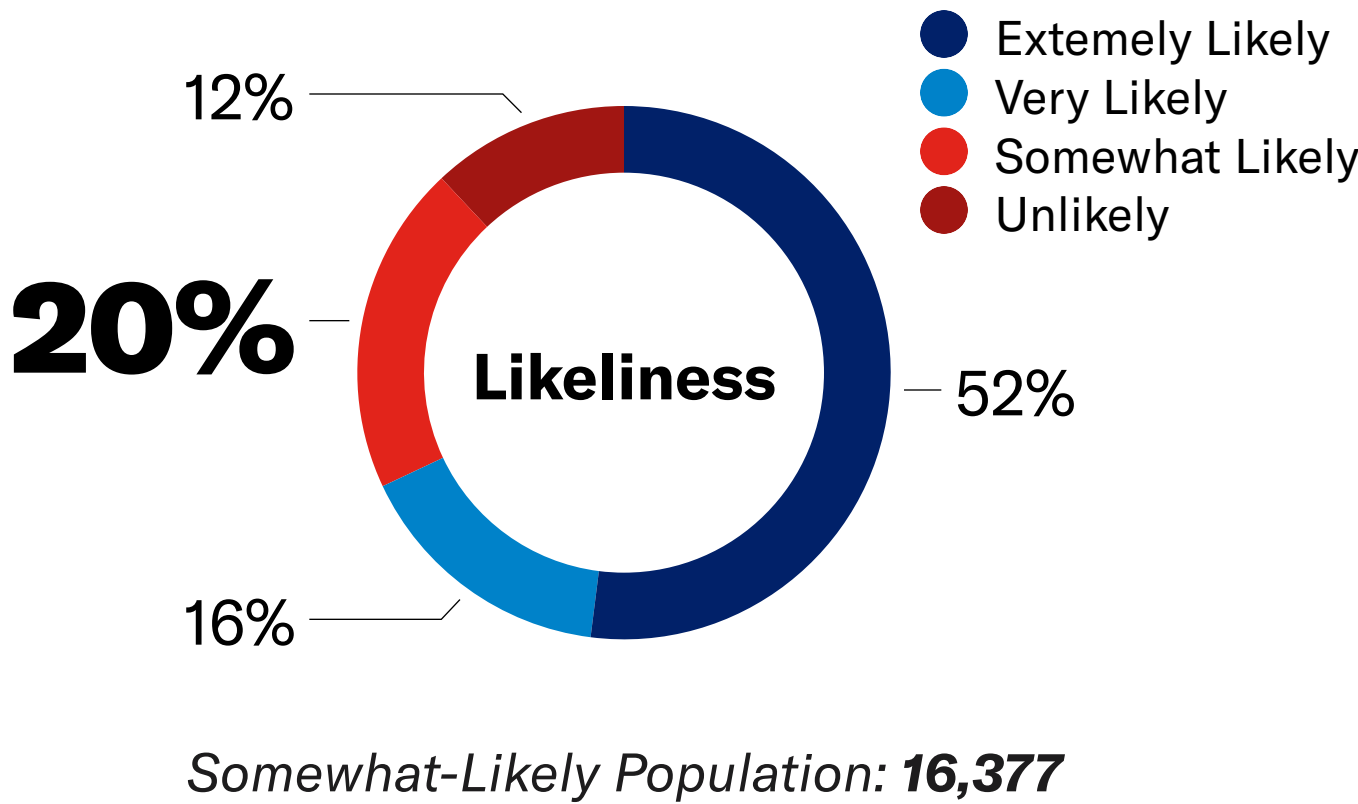
Top Census Deterrents:

1. Privacy
2. Don't trust government/Anti-government

Elmore County Profile

Indifference Index: **10.38**

*Ranking are from 7-15 & Median County value is 10.4

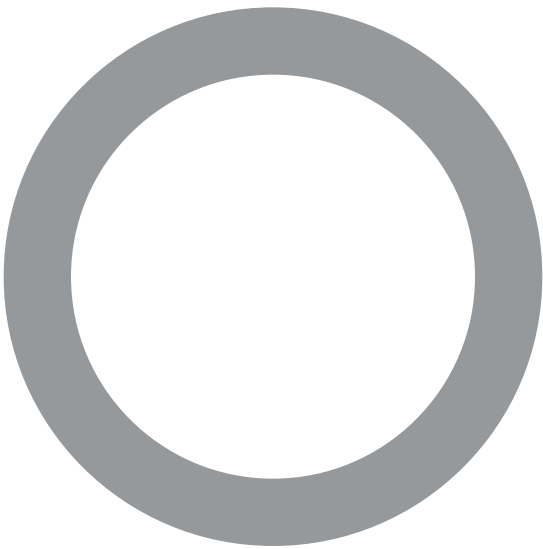


County Type:



Mostly Rural

Hard to Count Population:



0 people live in hard-to-count neighborhoods

100%

Top Messaging Drivers:

1. Alabama would lose up to \$13 billion in federal funding
2. Relocation of businesses could bring about new markets and job opportunities
3. Lose out on an opportunity to enforce civil rights law

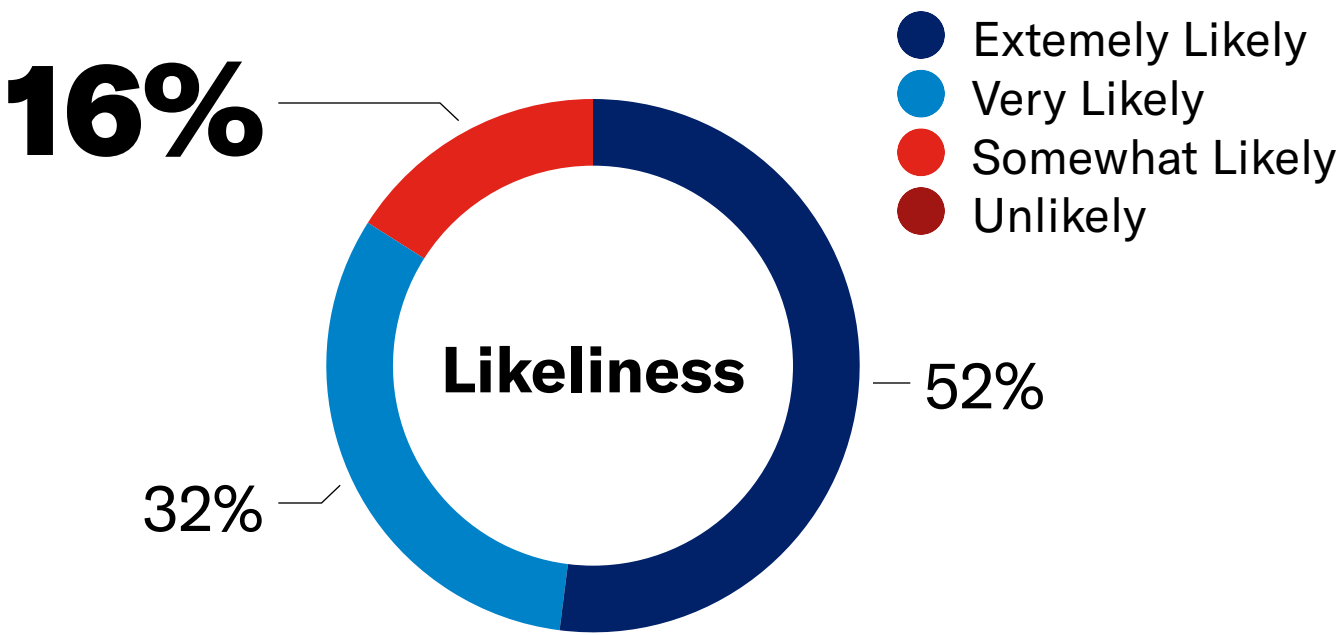
Top Census Deterrents:

1. Don't understand importance/use
2. Don't care/Apathy/Indifferent
3. Lazy
4. Doesn't change anything/Waste of time

Escambia County Profile

Indifference Index: 14.62

*Ranking are from 7-15 & Median County value is 10.4



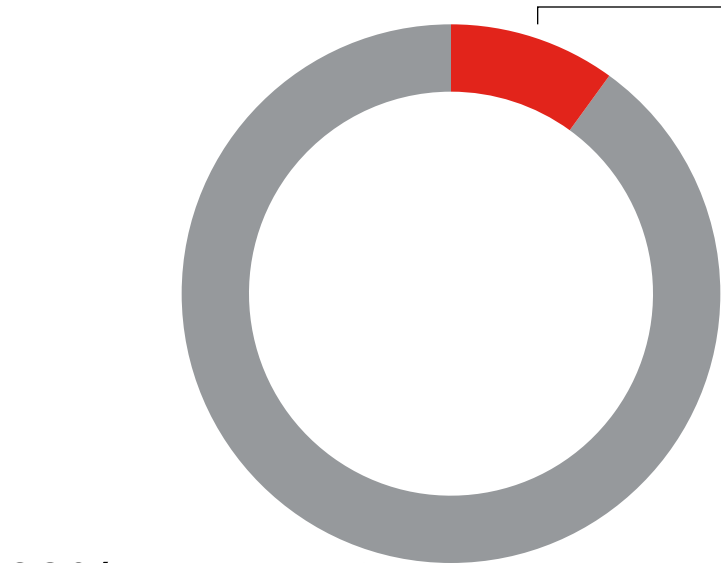
Somewhat-Likely Population: 5,880

County Type:



Mostly Rural

Hard to Count Population: 10%



3,866 people live in hard-to-count neighborhoods

Top Messaging Drivers:

1. Alabama would lose up to \$13 billion in federal funding
2. Relocation of businesses could bring about new markets and job opportunities
3. Alabama would lose up to two representatives in Washington, D.C.

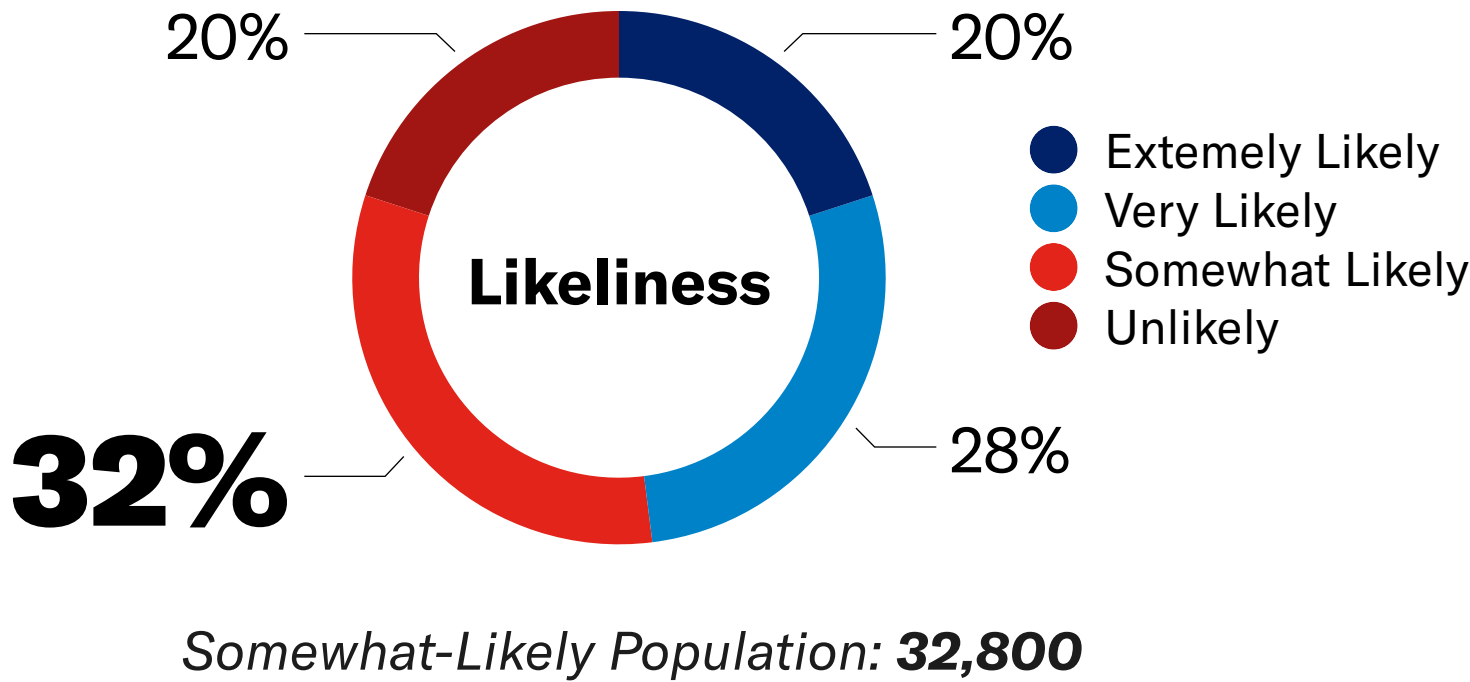
Top Census Deterrents:

1. Don't understand importance/use
2. Lazy
3. Afraid (of deportation, consequences, being found)

Etowah County Profile

Indifference Index: **7.28**

*Ranking are from 7-15 & Median County value is 10.4

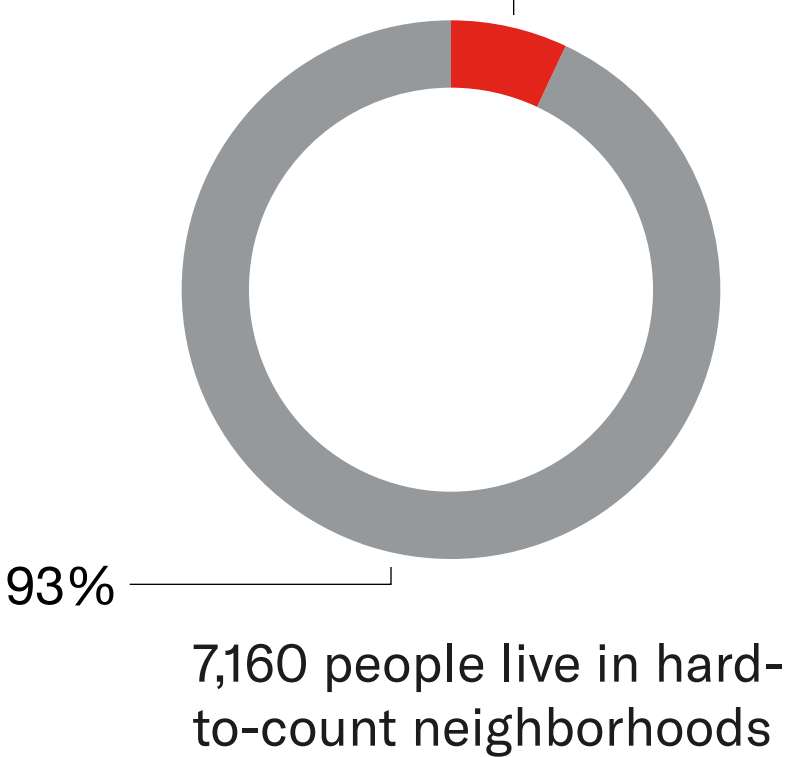


County Type:



Mostly Urban

Hard to Count Population: **7%**



Top Messaging Drivers:

1. Alabama would lose up to \$13 billion in federal funding
2. Relocation of businesses could bring about new markets and job opportunities
3. Information and statistics could be presented to your local government

Top Census Deterrents:

1. Lazy
2. Don't care/Apathy/Indifferent

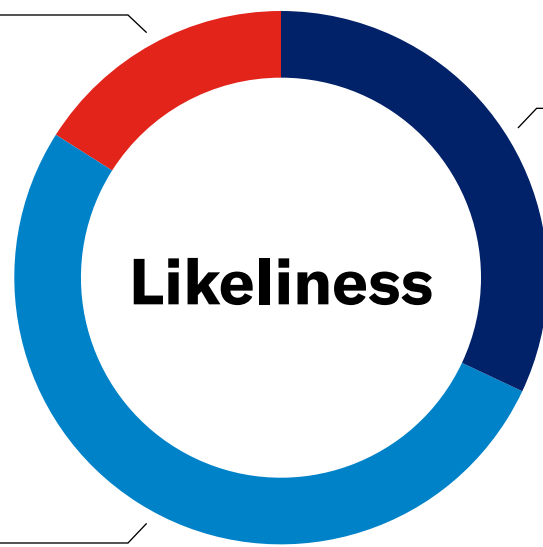
Fayette County Profile

Indifference Index:

9.1

*Ranking are from 7-15 & Median County value is 10.4

16%



32%

- Extremely Likely
- Very Likely
- Somewhat Likely
- Unlikely

52%

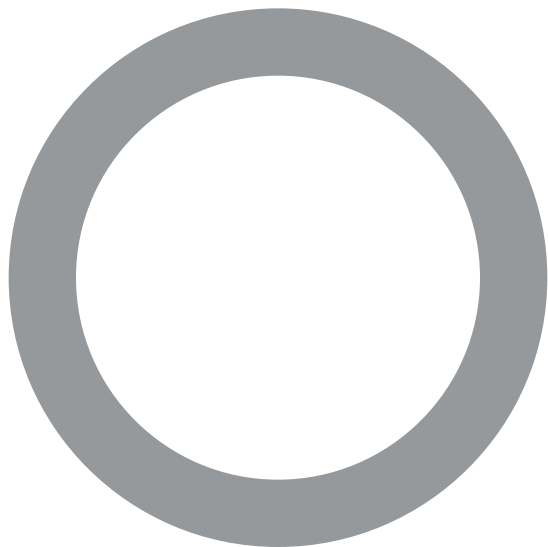
Somewhat-Likely Population: **2,629**

County Type:



Mostly Rural

Hard to Count Population:



100%

0 people live in hard-to-count neighborhoods

Top Messaging Drivers:

- Alabama would lose up to \$13 billion in federal funding
- Information and statistics could be presented to your local government
- Alabama would lose up to two representatives in Washington, D.C.

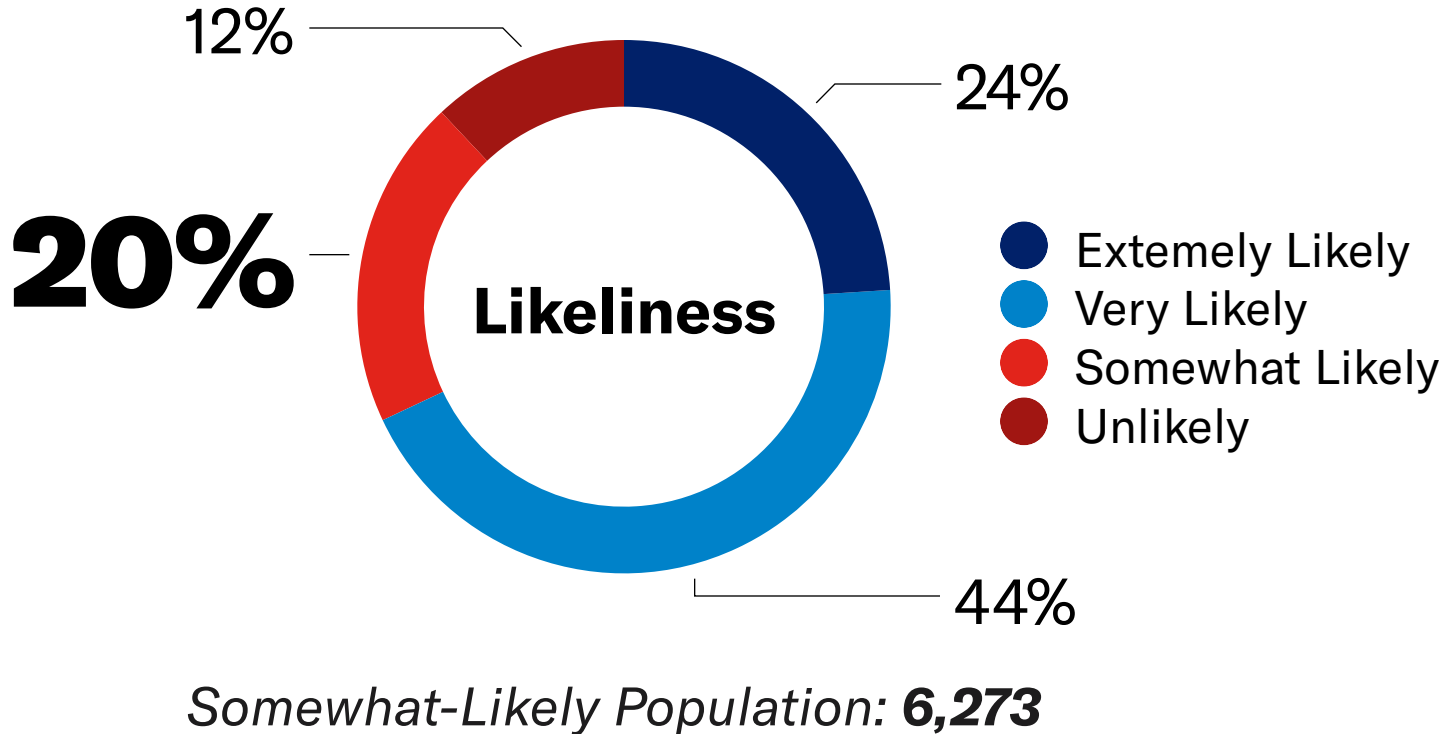
Top Census Deterrents:

- Lazy
- Don't care/Apathy/Indifferent
- Don't trust government/Anti-government
- Don't understand importance/use

Franklin County Profile

Indifference Index: **10.16**

*Ranking are from 7-15 & Median County value is 10.4

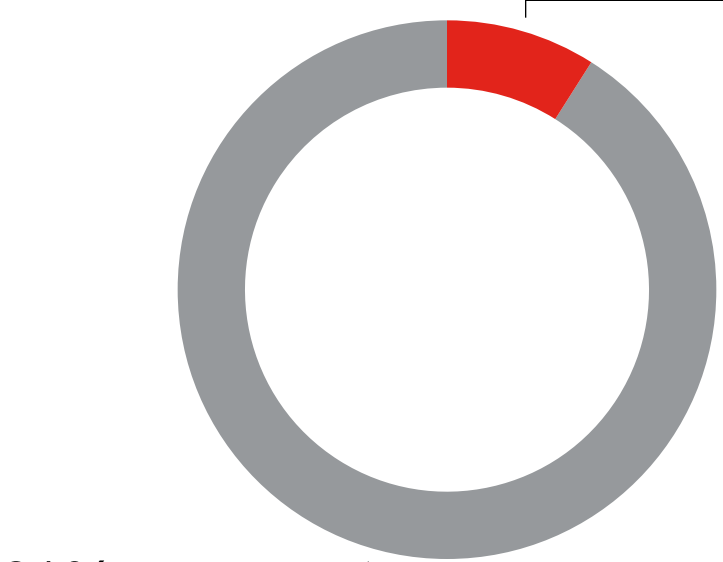


County Type:



Mostly Rural

Hard to Count Population: **9%**



2,829 people live in hard-to-count neighborhoods

Top Messaging Drivers

1. Alabama would lose up to \$13 billion in federal funding
2. Relocation of businesses could bring about new markets and job opportunities
3. Alabama would lose up to two representatives in Washington, D.C.

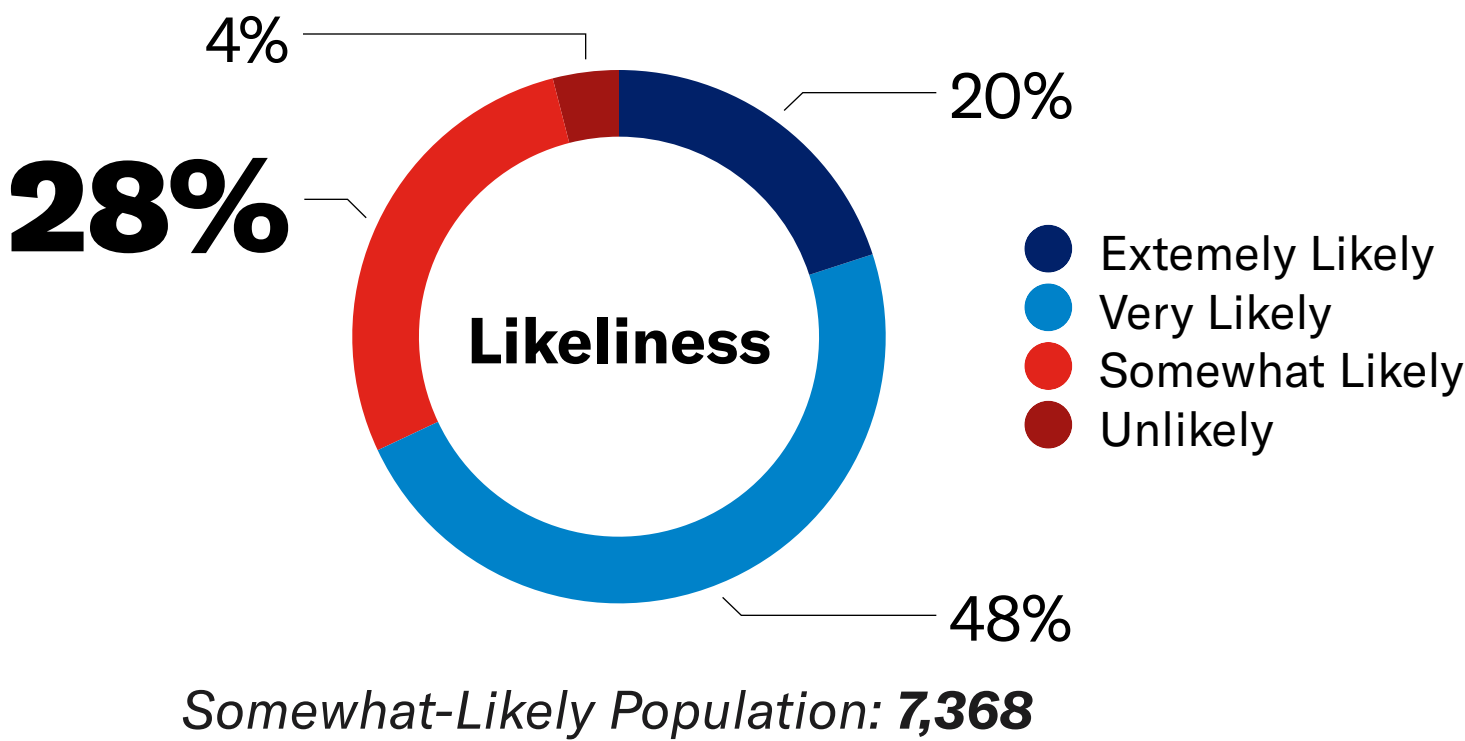
Top Census Deterrents:

1. Doesn't change anything/Waste of time
2. Don't think it matters/Not important
3. Afraid (of deportation, consequences, being found)

Geneva County Profile

Indifference Index: **8.96**

*Ranking are from 7-15 & Median County value is 10.4

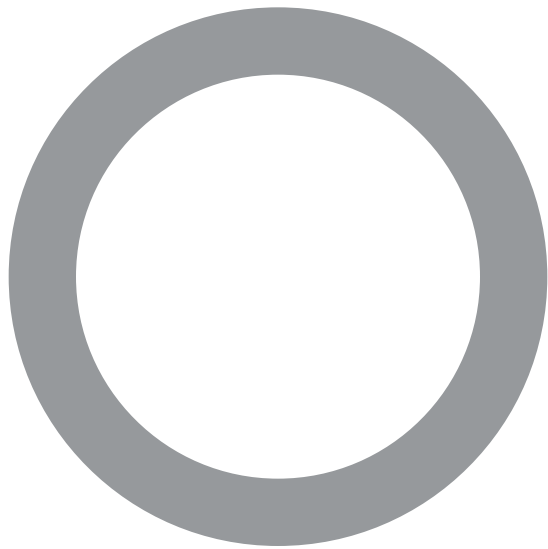


County Type:



Mostly Rural

Hard to Count Population:



0 people live in hard-to-count neighborhoods

Top Messaging Drivers:

1. Lose out on an opportunity to enforce civil rights law
2. Alabama would lose up to \$13 billion in federal funding
3. Relocation of businesses could bring about new markets and job opportunities

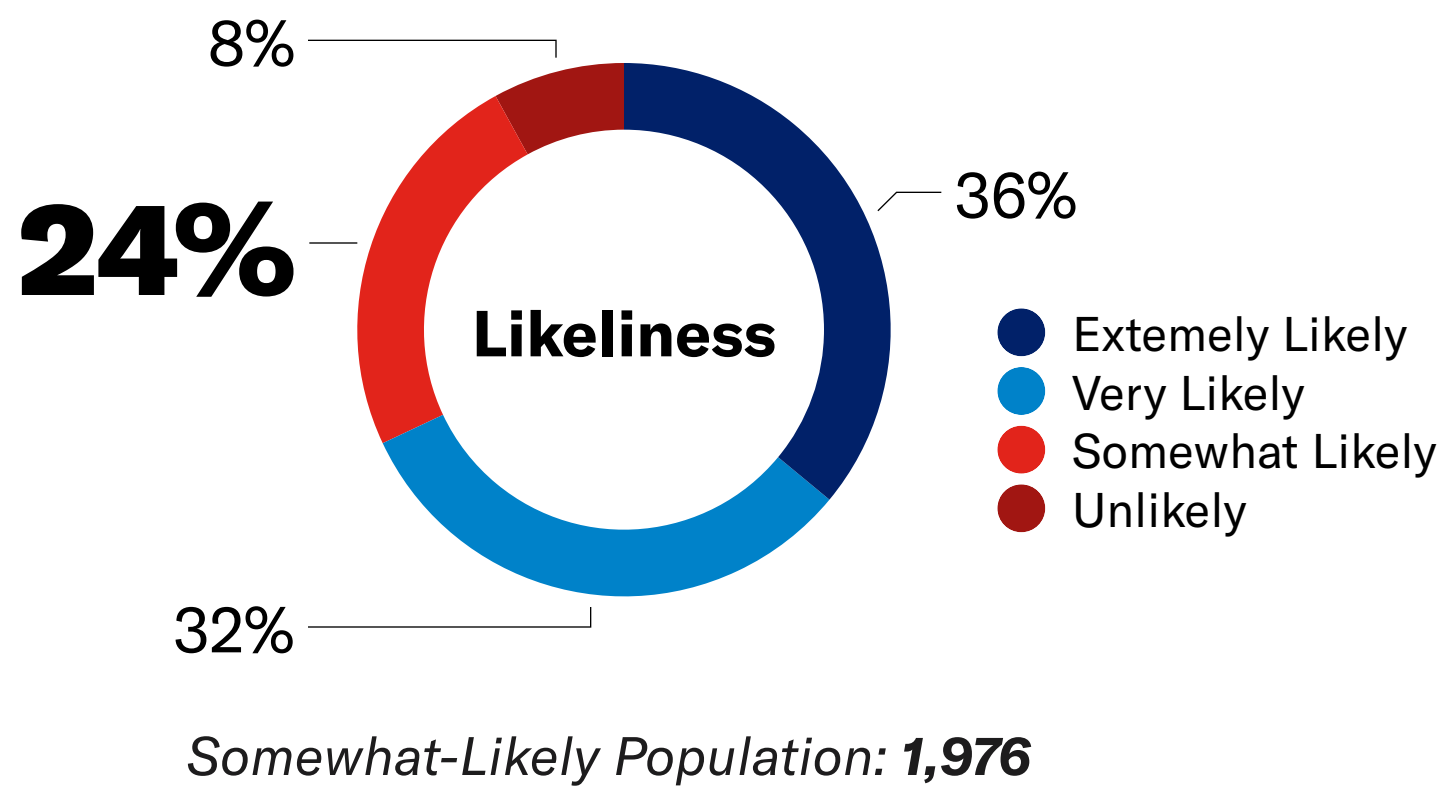
Top Census Deterrents:

1. Don't care/Apathy/Indifferent
2. Don't understand importance/use

Greene County Profile

Indifference Index: **11.19**

*Ranking are from 7-15 & Median County value is 10.4

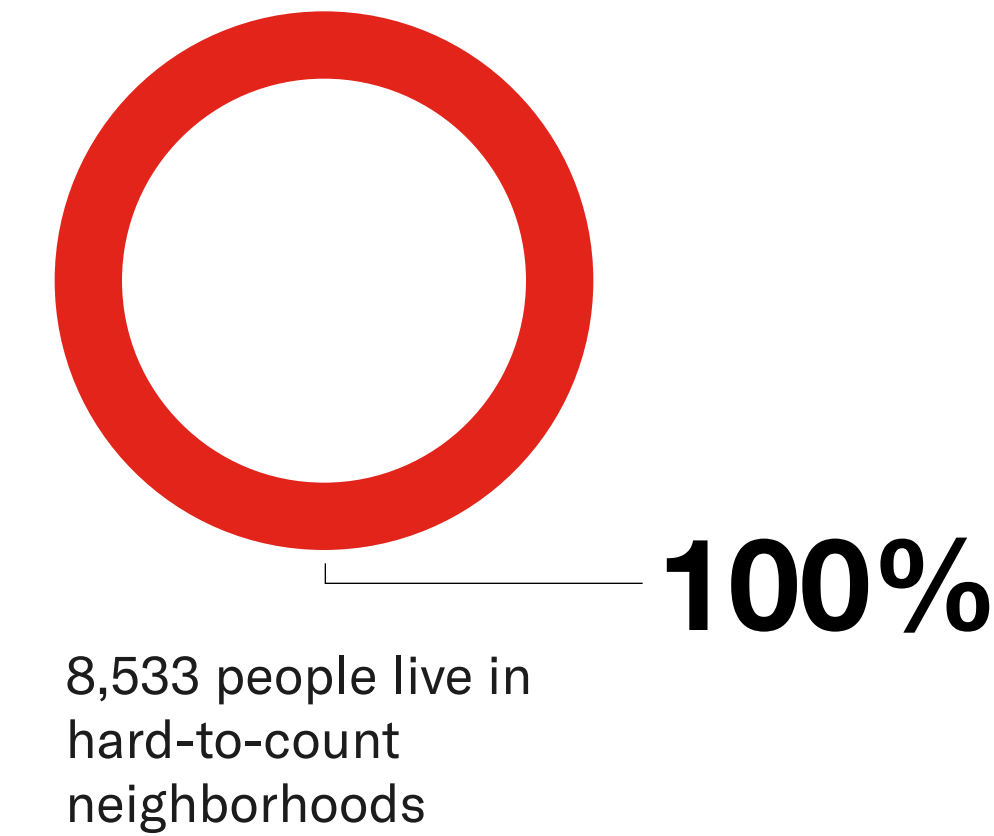


County Type:



Completely Rural

Hard to Count Population:



Top Messaging Driver:

1. Alabama would lose up to \$13 billion in federal funding
2. Information and statistics could be presented to your local government
3. Relocation of businesses could bring about new markets and job opportunities

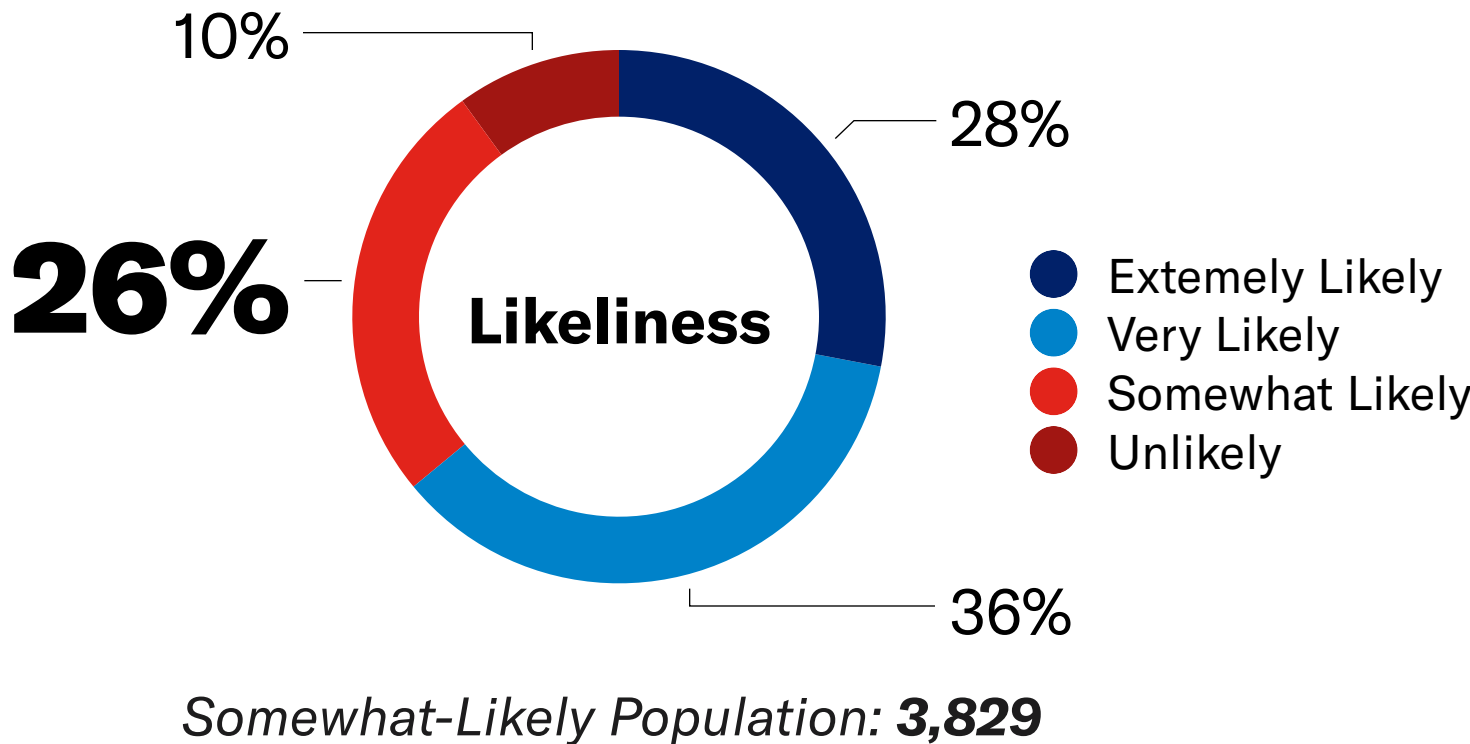
Top Census Deterrents:

1. Don't understand importance/use
2. Don't think it matters/Not important

Hale County Profile

Indifference Index: **10.39**

*Ranking are from 7- 15 & Median County value is 10.4

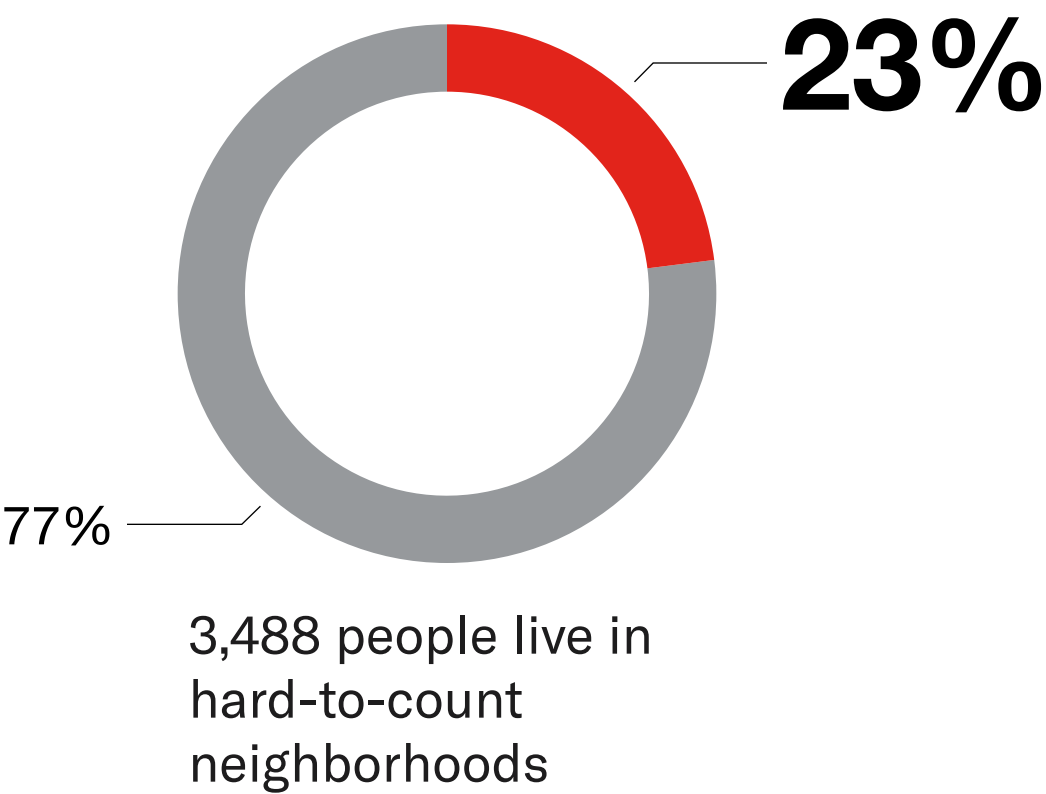


County Type:



Mostly Rural

Hard to Count Population:



Top Messaging Drivers:

1. Alabama would lose up to \$13 billion in federal funding
2. Relocation of businesses could bring about new markets and job opportunities
3. Information and statistics could be presented to your local government

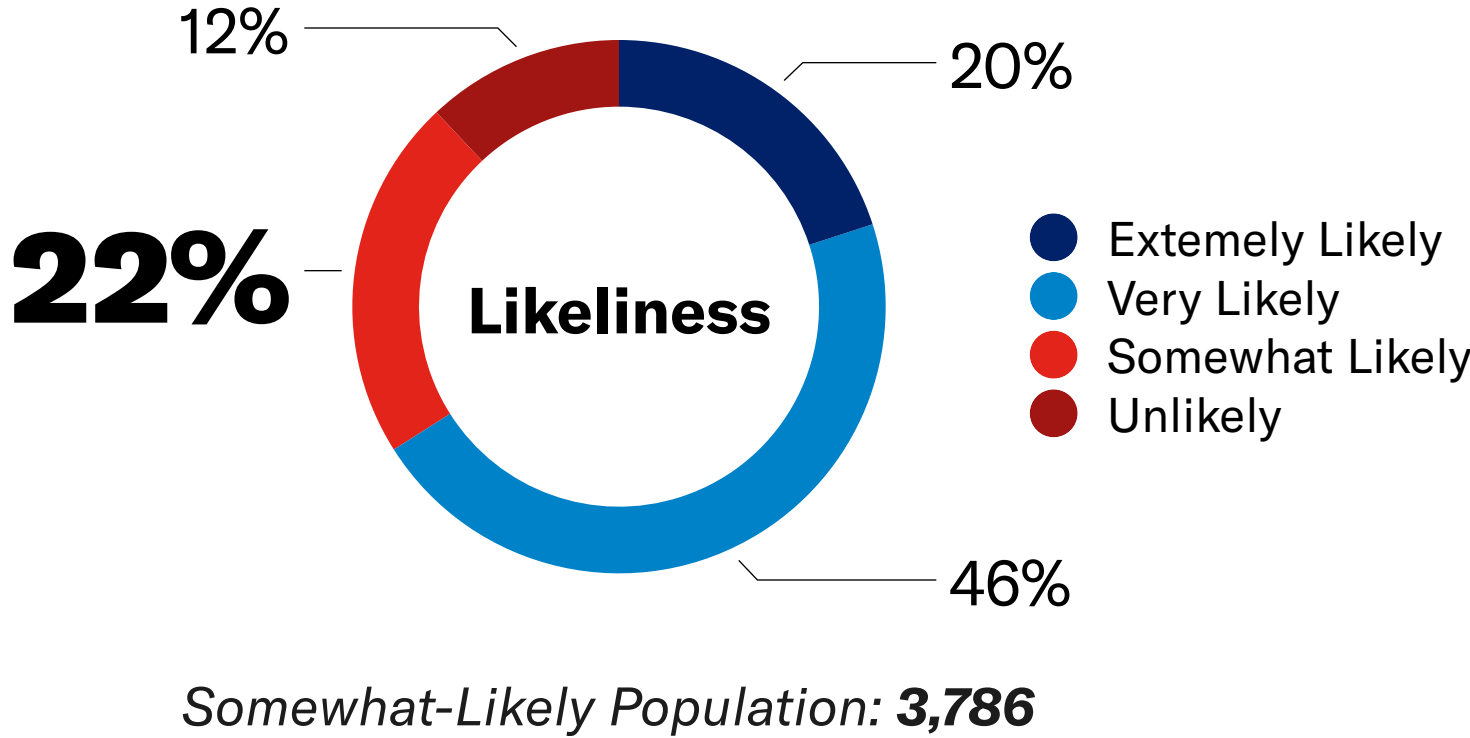
Top Census Deterrents:

1. Ignorant/Uneducated
2. Don't understand importance/use
3. Lazy

Henry County Profile

Indifference Index: **7.95**

*Ranking are from 7-15 & Median County value is 10.4

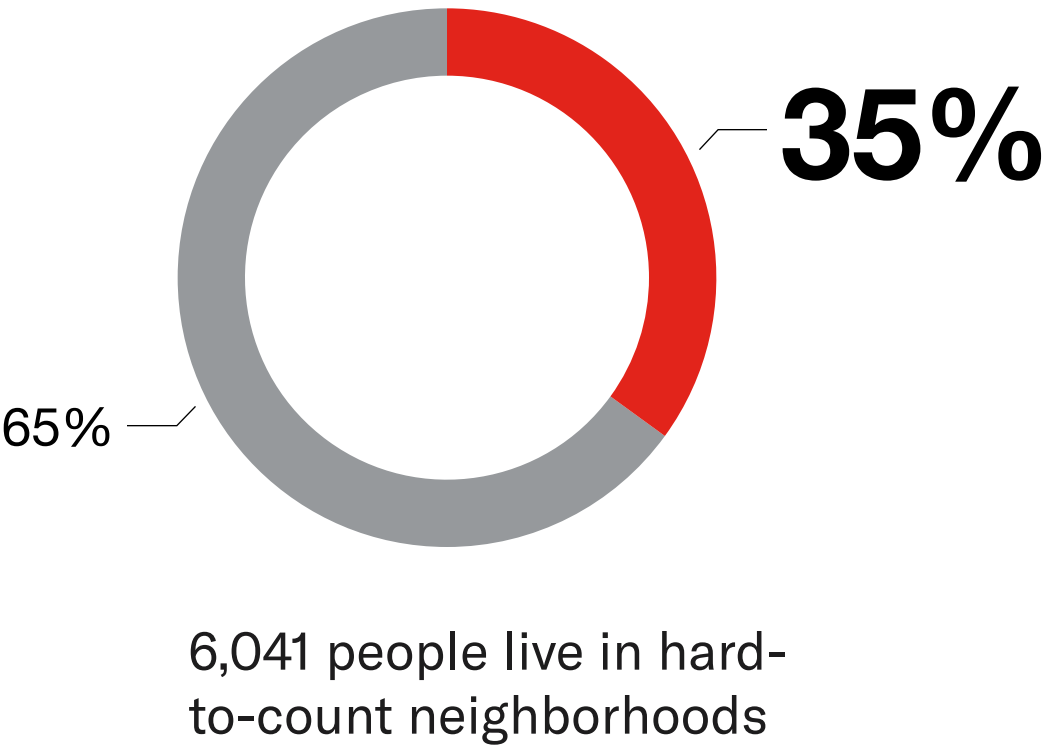


County Type:



Mostly Rural

Hard to Count Population:



Top Messaging Drivers:

1. Alabama would lose up to \$13 billion in federal funding
2. Information and statistics could be presented to your local government
3. Relocation of businesses could bring about new markets and job opportunities

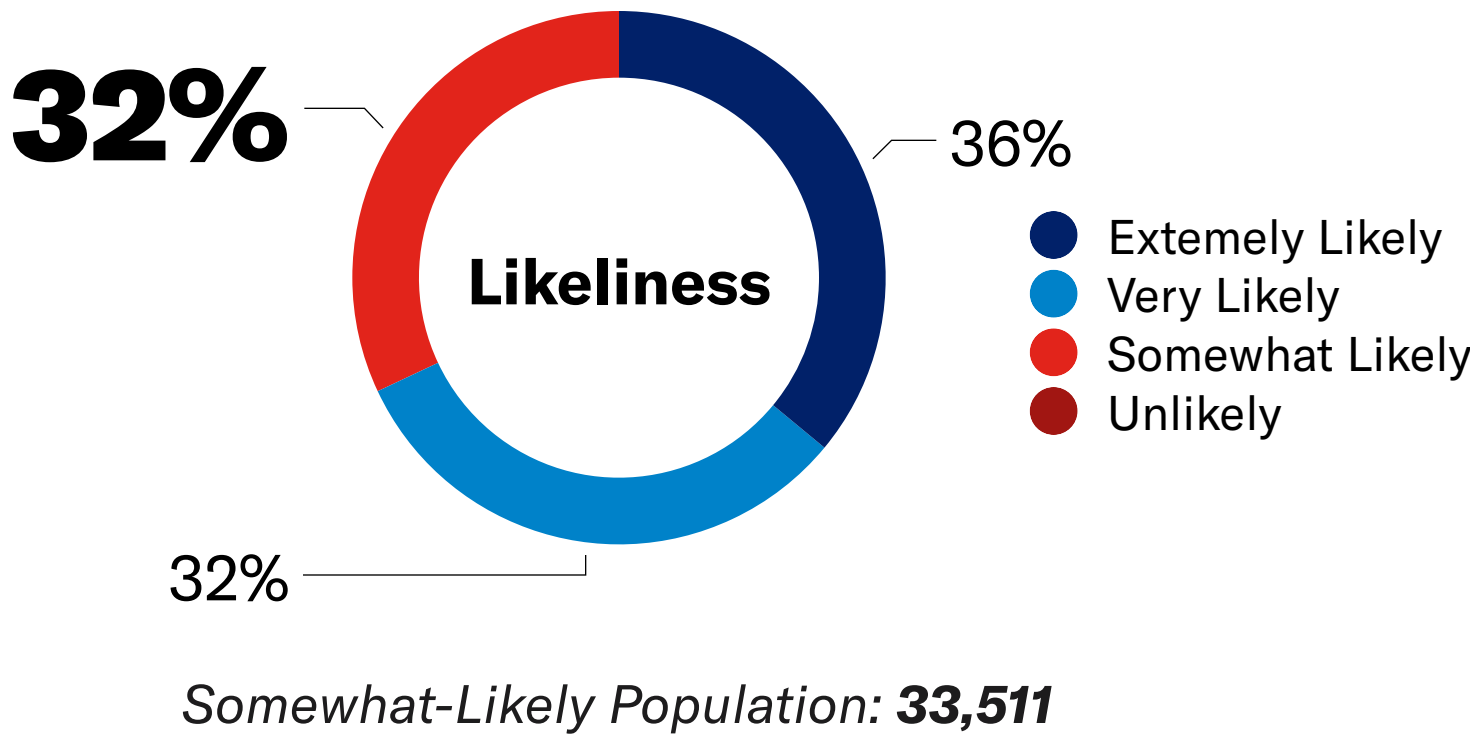
Top Census Deterrents:

1. Don't understand importance/use
2. Don't think it matters/Not important

Houston County Profile

Indifference Index: **10.52**

*Ranking are from 7-15 & Median County value is 10.4

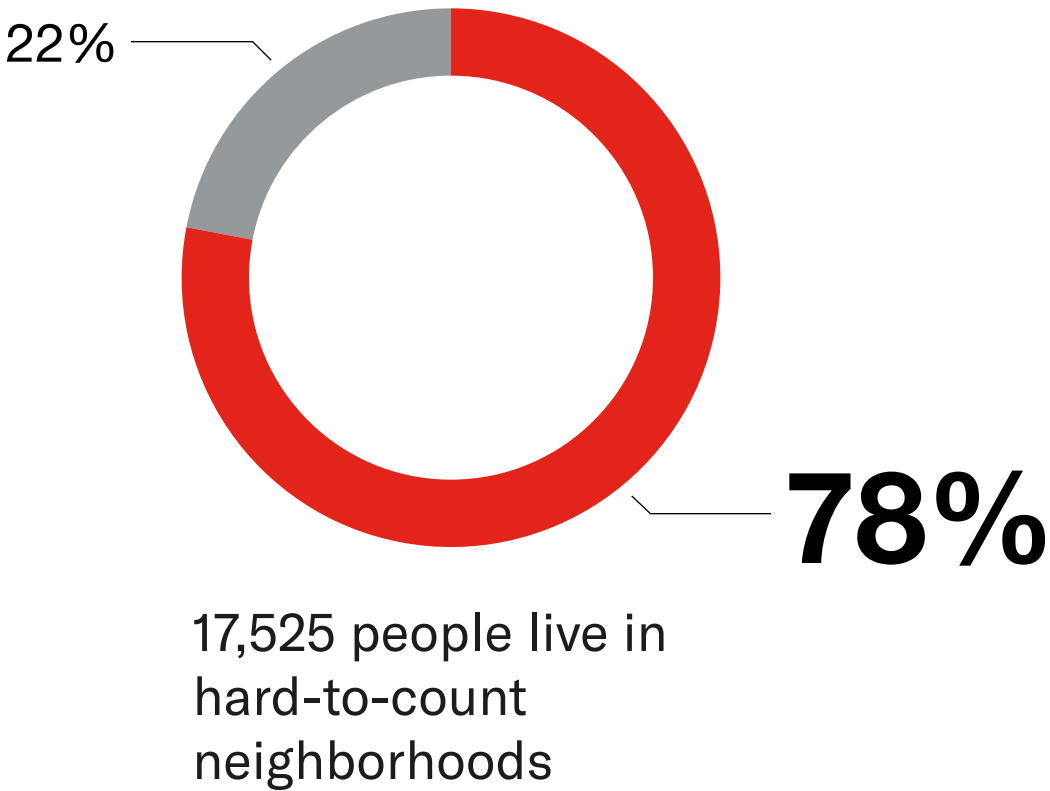


County Type:



Mostly Urban

Hard to Count Population:



Top Messaging Drivers:

1. Alabama would lose up to \$13 billion in federal funding
2. Relocation of businesses could bring about new markets and job opportunities
3. Your local government would be less equipped to address changes in your community

Top Census Deterrents:

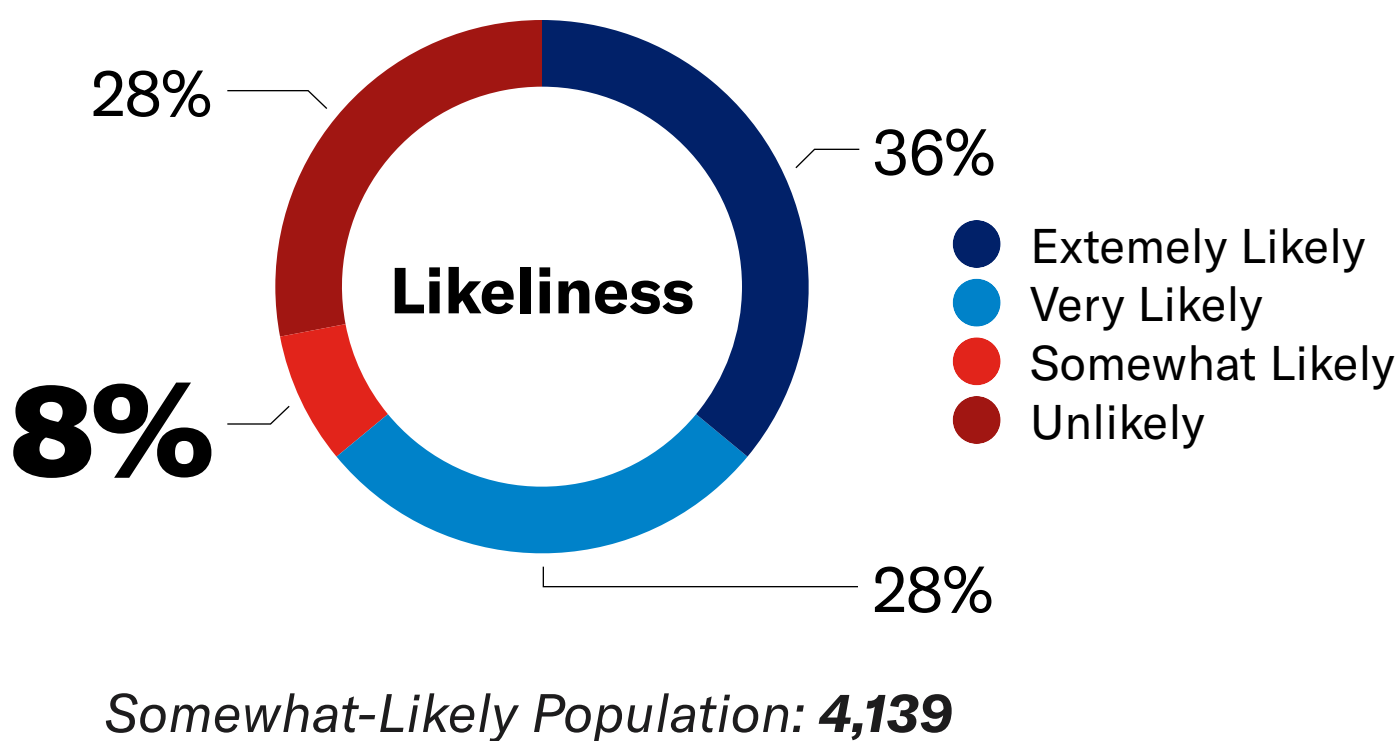
1. Don't understand importance/use
2. Privacy
3. Lazy
4. Takes too long to complete
5. Busy/Don't have time/Won't take time

Jackson County Profile

Indifference Index:

10.6

*Ranking are from 7-15 & Median County value is 10.4

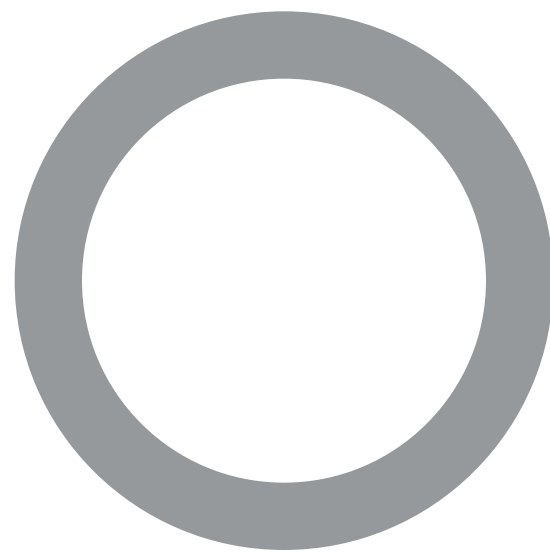


County Type:



Mostly Rural

Hard to Count Population:



100%

0 people live in hard-to-count neighborhoods

Top Messaging Drivers:

1. Alabama would lose up to \$13 billion in federal funding
2. Alabama would lose up to two representatives in Washington, D.C.
3. Relocation of businesses could bring about new markets and job opportunities

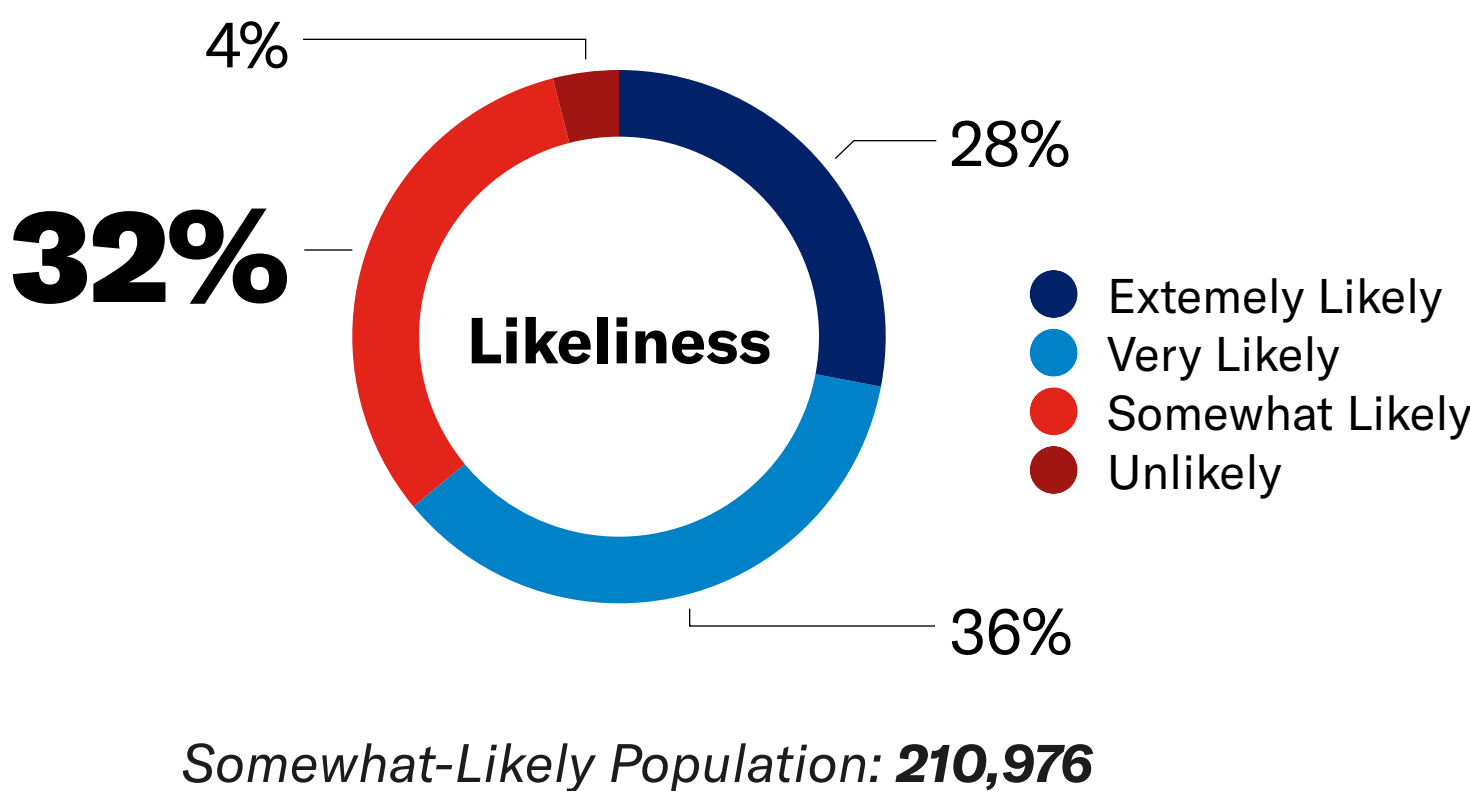
Top Census Deterrents:

1. Lazy
2. Afraid (of deportation, consequences, being found)
3. Don't understand importance/use
4. Don't care/Apathy/Indifferent
5. Takes too long to complete

Jefferson County Profile

Indifference Index: **11.54**

*Ranking are from 7-15 & Median County value is 10.4

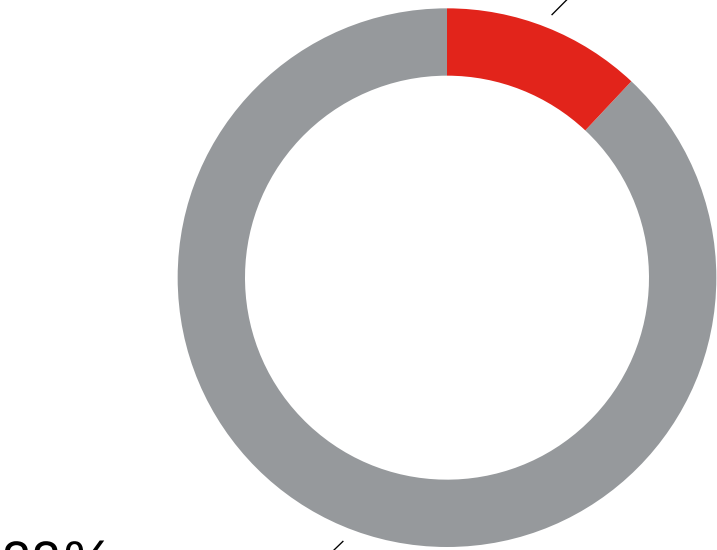


County Type:



Mostly Urban

Hard to Count Population: **12%**



75,982 people live in hard-to-count neighborhoods

Top Messaging Drivers:

- 1. Alabama would lose up to \$13 billion in federal funding
- 2. Relocation of businesses could bring about new markets and job opportunities
- 3. Your local government would be less equipped to address changes in your community

Top Census Deterrents:

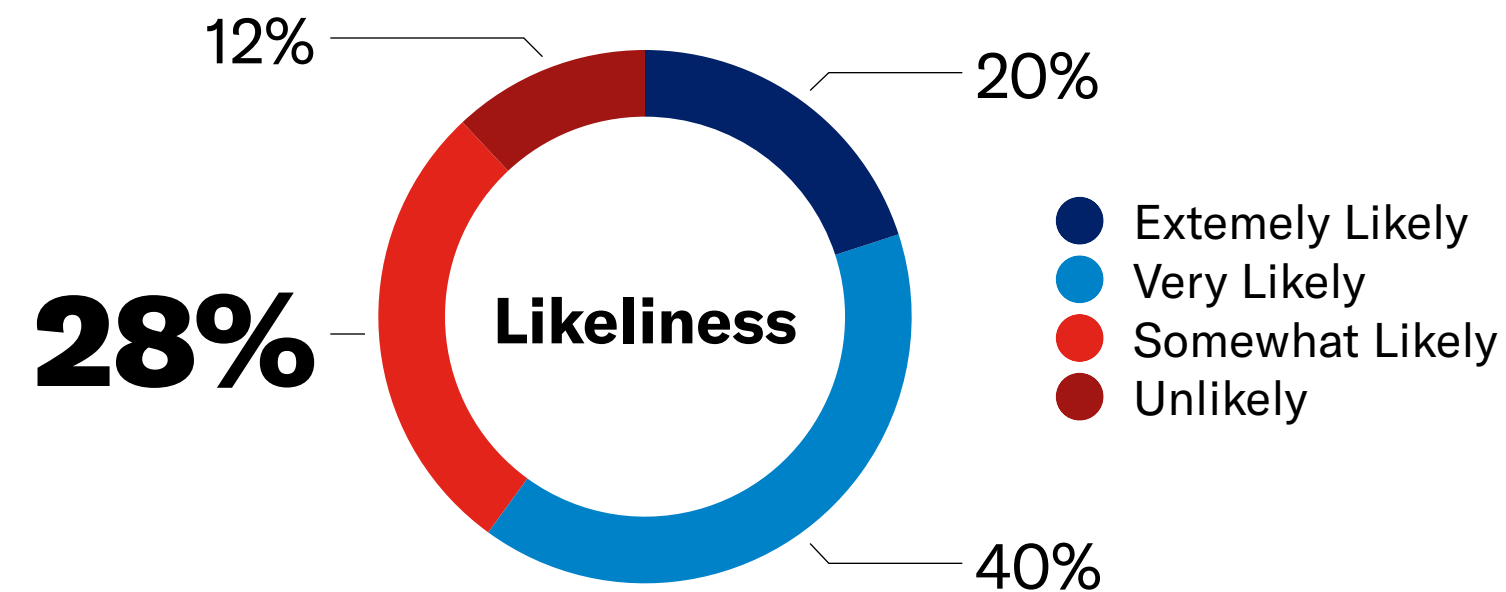
- 1. Don't understand importance/use
- 2. Don't care/Apathy/Indifferent

Lamar County Profile

Indifference Index:

11.52

*Ranking are from 7-15 & Median County value is 10.4



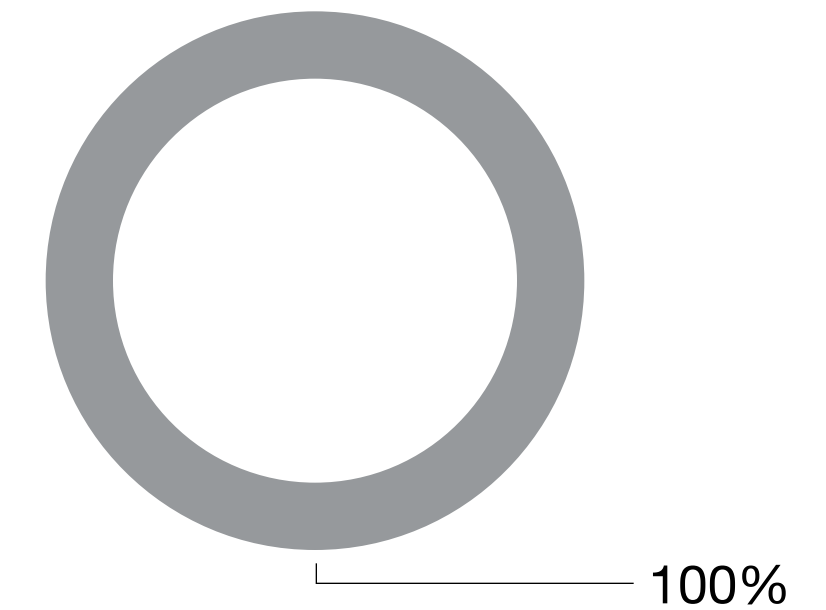
Somewhat-Likely Population: **3,876**

County Type:



Completely Rural

Hard to Count Population:



0 people live in hard-to-count neighborhoods

Top Messaging Drivers:

1. Alabama would lose up to \$13 billion in federal funding
2. Relocation of businesses could bring about new markets and job opportunities
3. Information and statistics could be presented to your local government

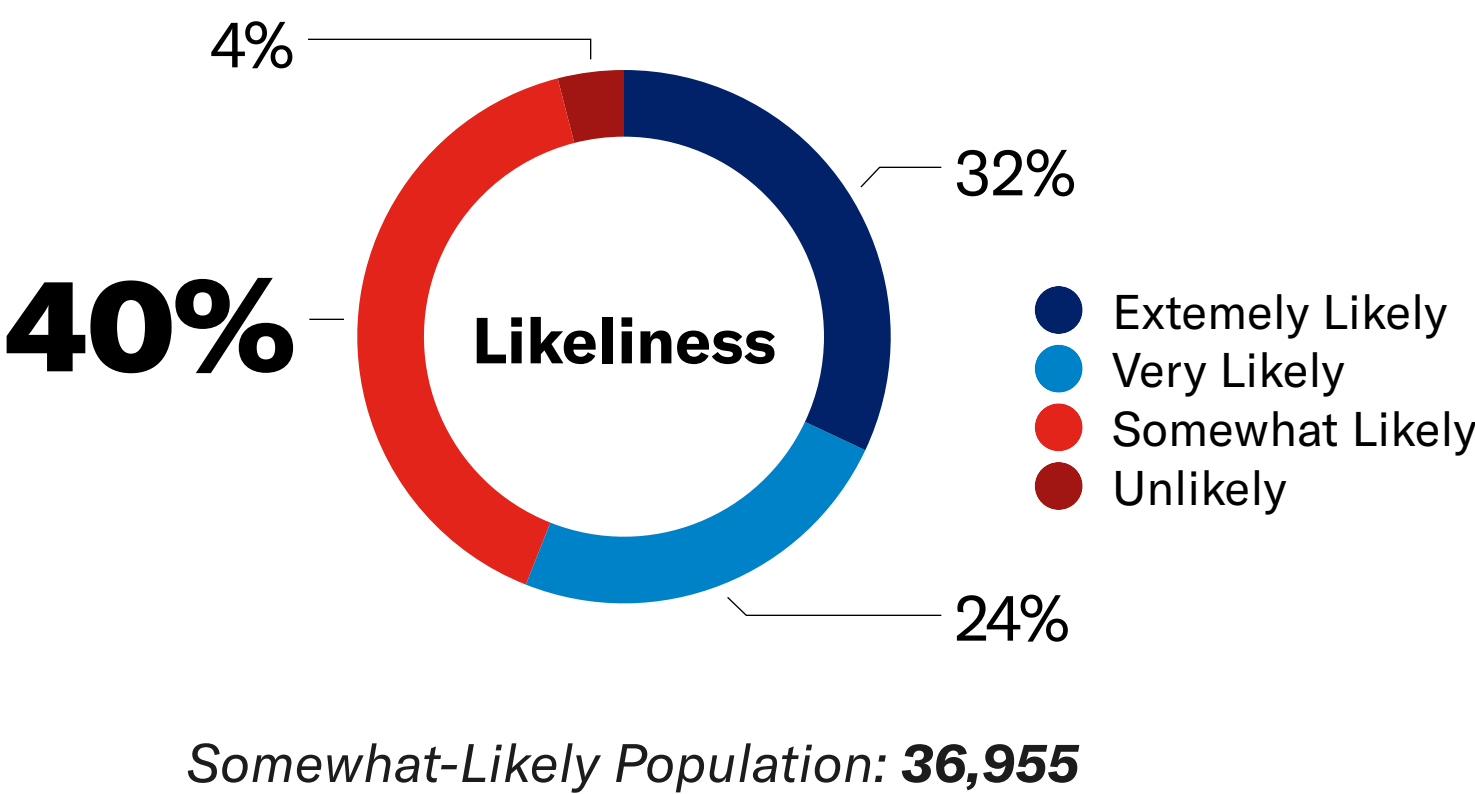
Top Census Deterrents:

1. Don't care/Apathy/Indifferent
2. Inconvenient/Hassle / Difficult/Hard to understand
3. Lazy
4. Takes too long to complete

Lauderdale County Profile

Indifference Index: **10.52**

*Ranking are from 7-15 & Median County value is 10.4

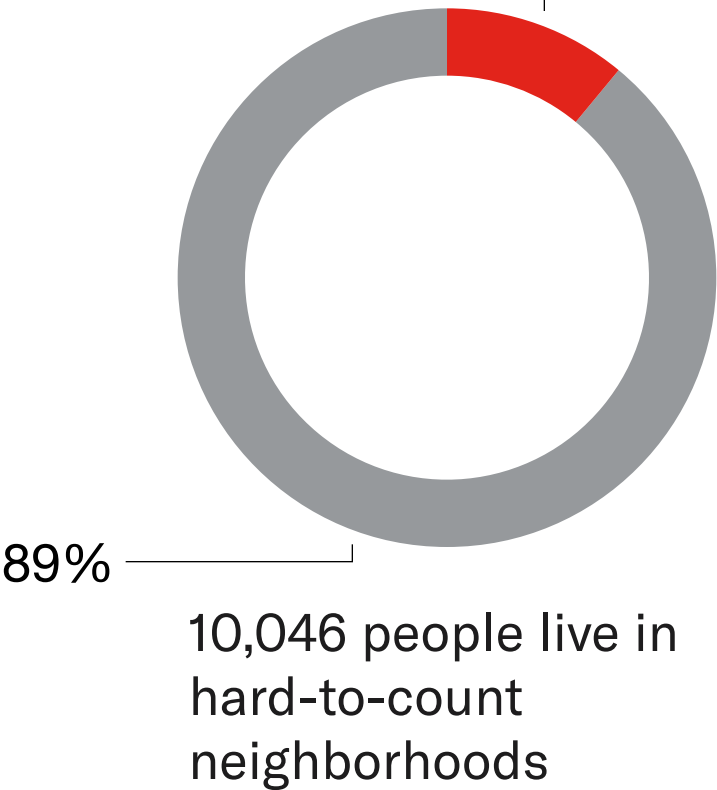


County Type:



Mostly Urban

Hard to Count Population: 11%



Top Messaging Drivers:

1. Relocation of businesses could bring about new markets and job opportunities
2. Alabama would lose up to \$13 billion in federal funding
3. Lose out on an opportunity to enforce civil rights law

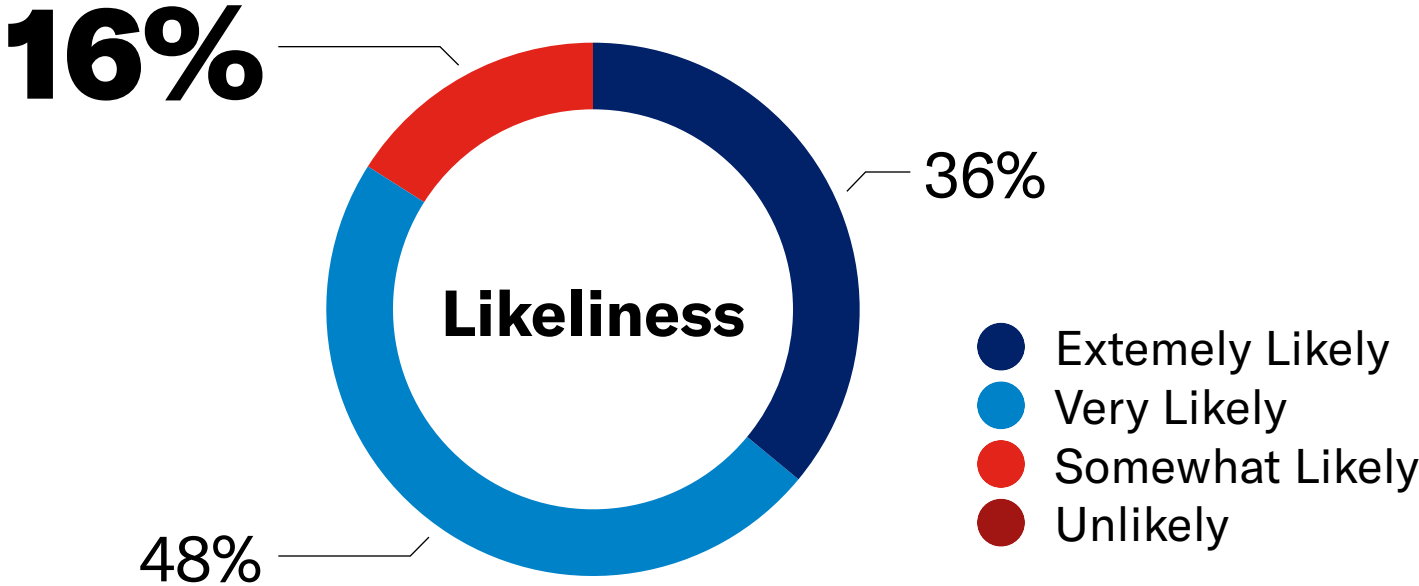
Top Census Deterrents:

1. Don't understand importance/use
2. Lazy
3. Doesn't change anything/Waste of time
4. Don't care/Apathy/Indifferent

Lawrence County Profile

Indifference Index: **11.02**

*Ranking are from 7-15 & Median County value is 10.4



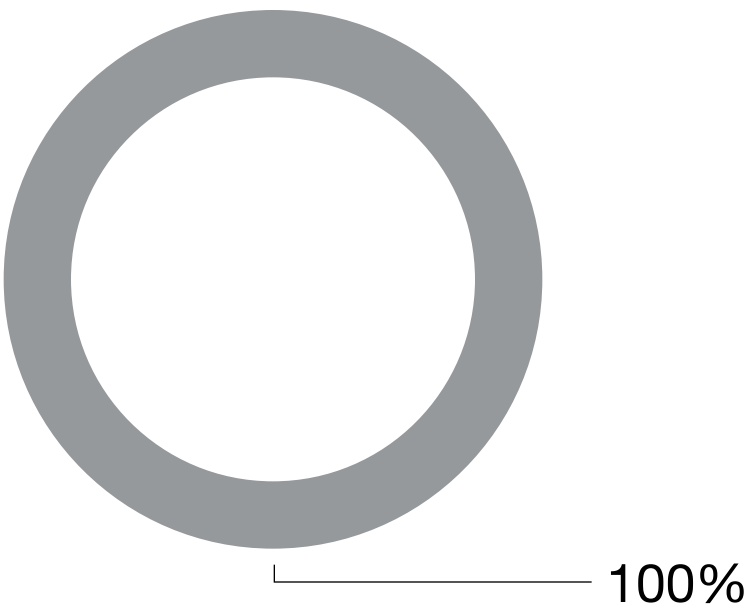
Somewhat-Likely Population: **5,273**

County Type:



Mostly Rural

Hard to Count Population:



0 people live in hard-to-count neighborhoods

Top Messaging Drivers:

1. Alabama would lose up to \$13 billion in federal funding
2. Relocation of businesses could bring about new markets and job opportunities
3. Alabama would lose up to two representatives in Washington, D.C.

Top Census Deterrents:

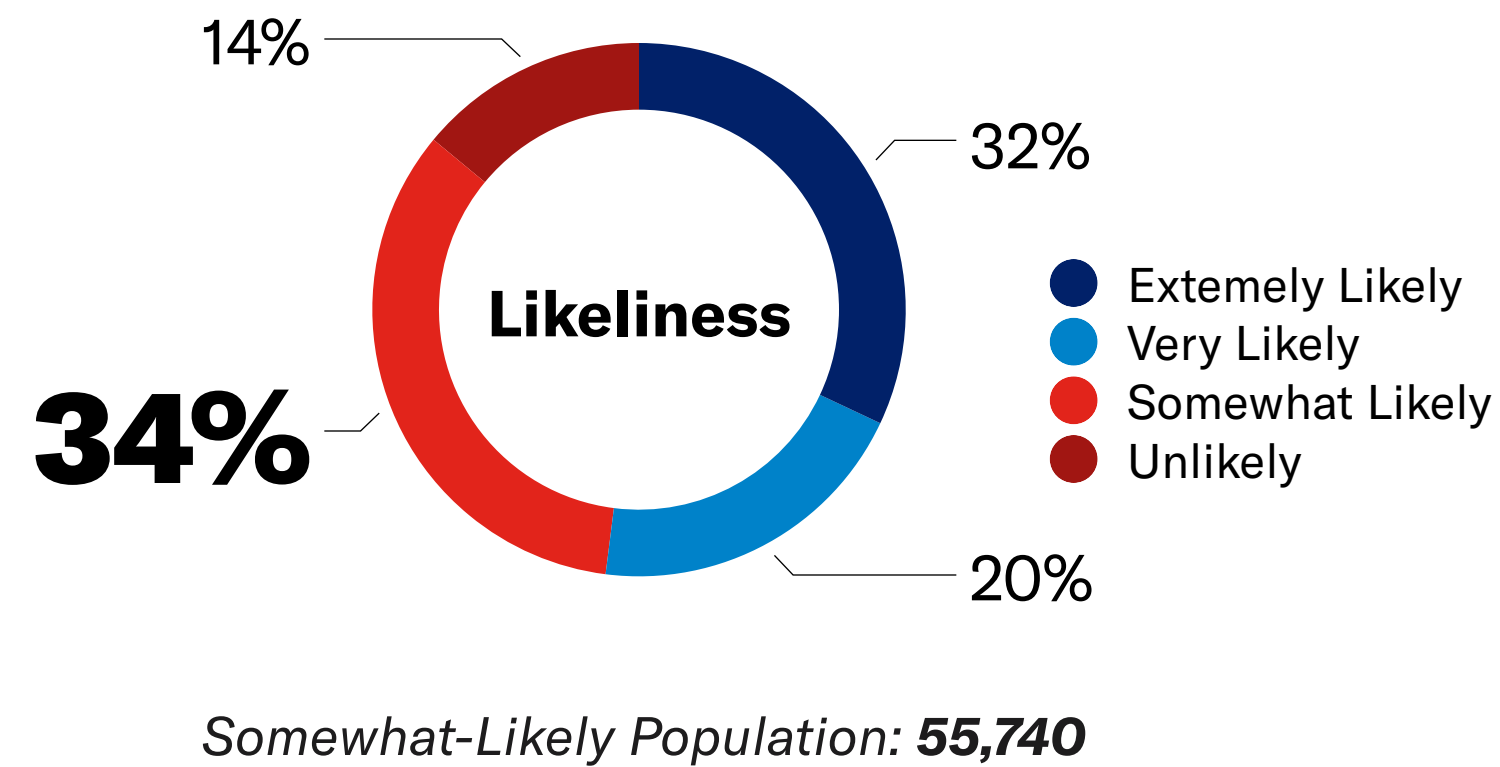
1. Lazy
2. Illegal/Undocumented

Lee County Profile

Indifference Index:

8.3

*Ranking are from 7-15 & Median County value is 10.4



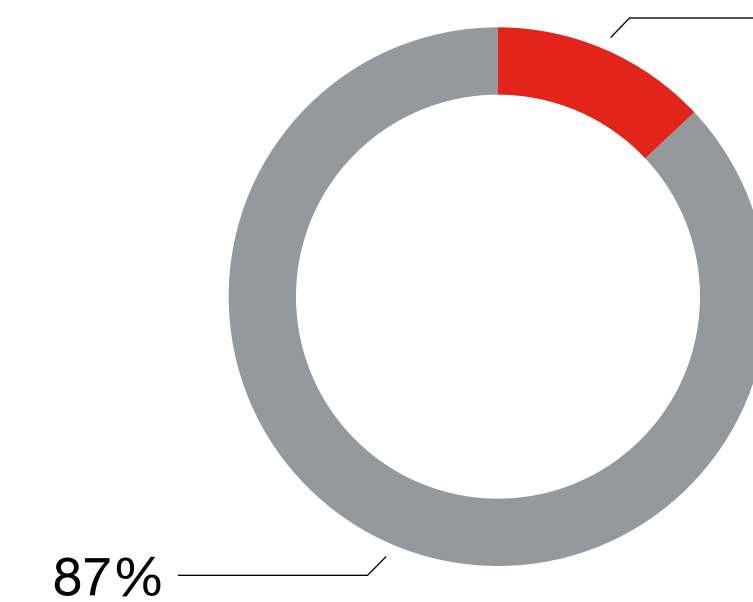
County Type:



Mostly Urban

Hard to Count Population:

13%



12,473 people live in hard-to-count neighborhoods

Top Messaging Drivers:

1. Information and statistics could be presented to your local government
2. Alabama would lose up to \$13 billion in federal funding
3. Relocation of businesses could bring about new markets and job opportunities

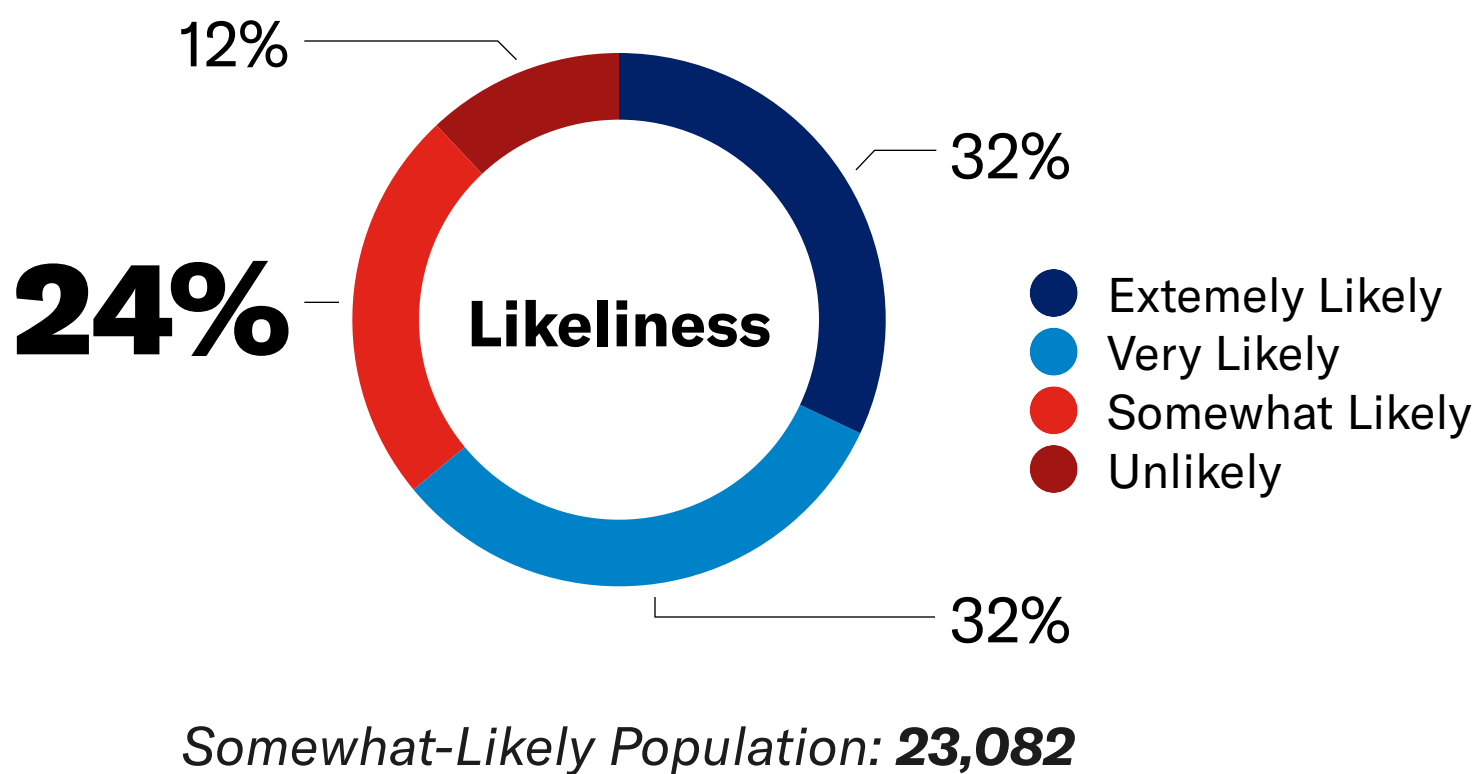
Top Census Deterrents:

1. Lazy
2. Don't understand importance/use

Limestone County Profile

Indifference Index: **11.44**

*Ranking are from 7-15 & Median County value is 10.4

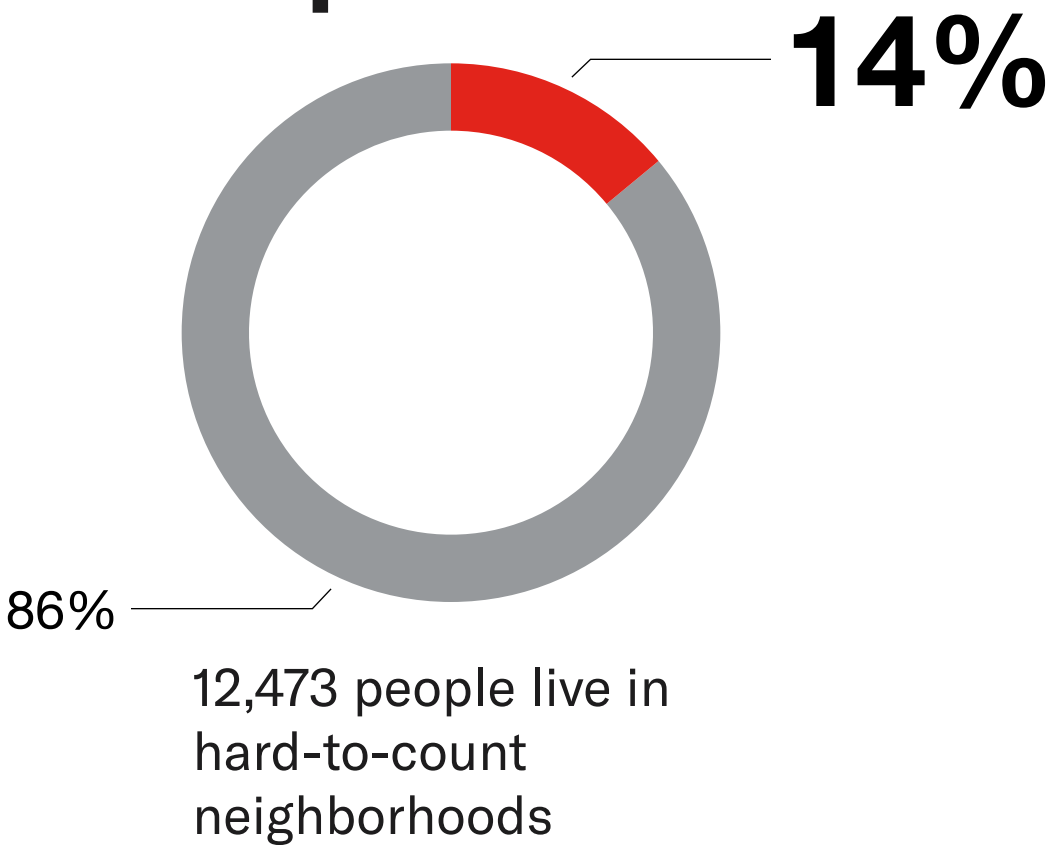


County Type:



Mostly Rural

Hard to Count Population:



Top Messaging Drivers:

1. Alabama would lose up to \$13 billion in federal funding
2. Alabama would lose up to two representatives in Washington, D.C.
3. Information and statistics could be presented to your local government

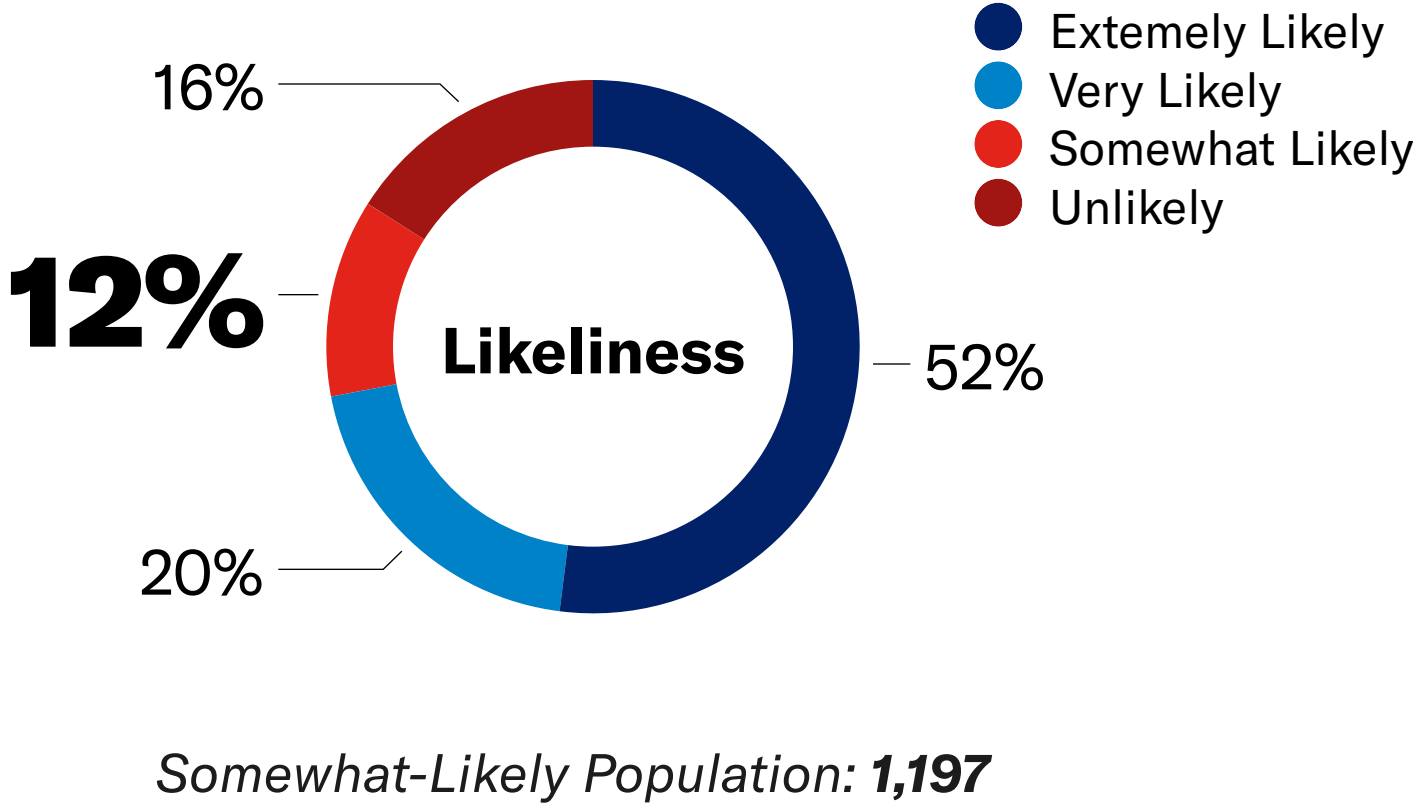
Top Census Deterrents:

1. Lazy
2. Privacy
3. Ignorant/Uneducated
4. Don't care/Apathy/Indifferent

Lowndes County Profile

Indifference Index: **13.7**

*Ranking are from 7-15 & Median County value is 10.4

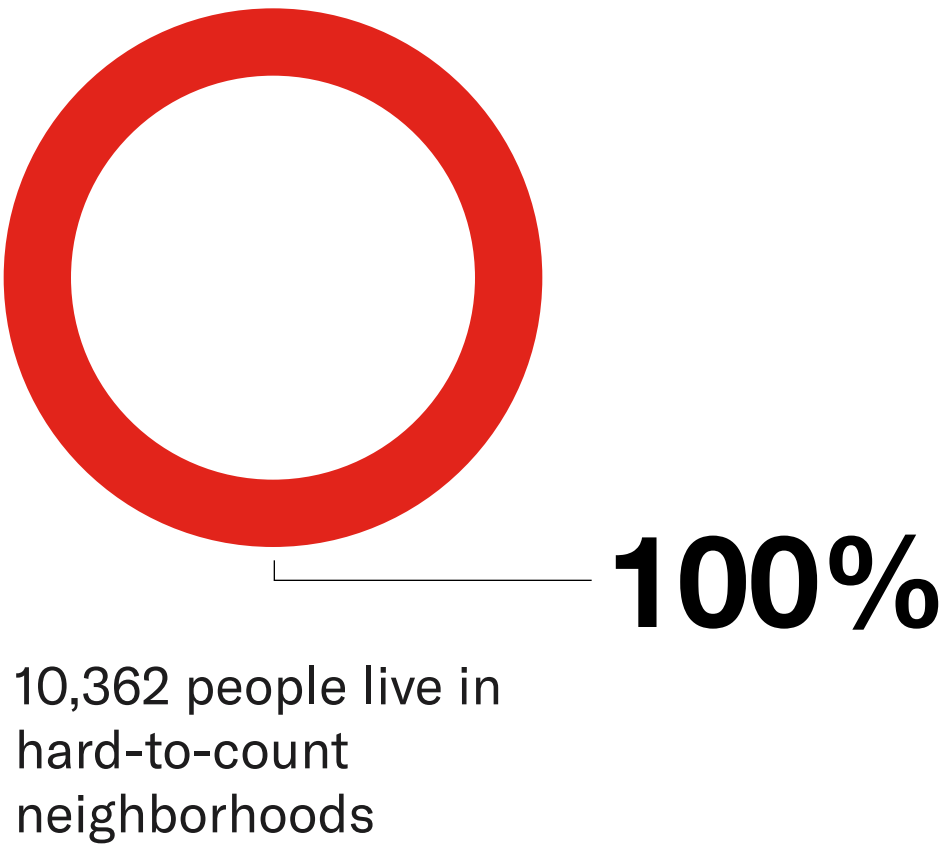


County Type:



Completely Rural

Hard to Count Population:



Top Messaging Drivers:

1. Alabama would lose up to \$13 billion in federal funding
2. Information and statistics could be presented to your local gov.
3. Relocation of businesses could bring about new markets and job opportunities

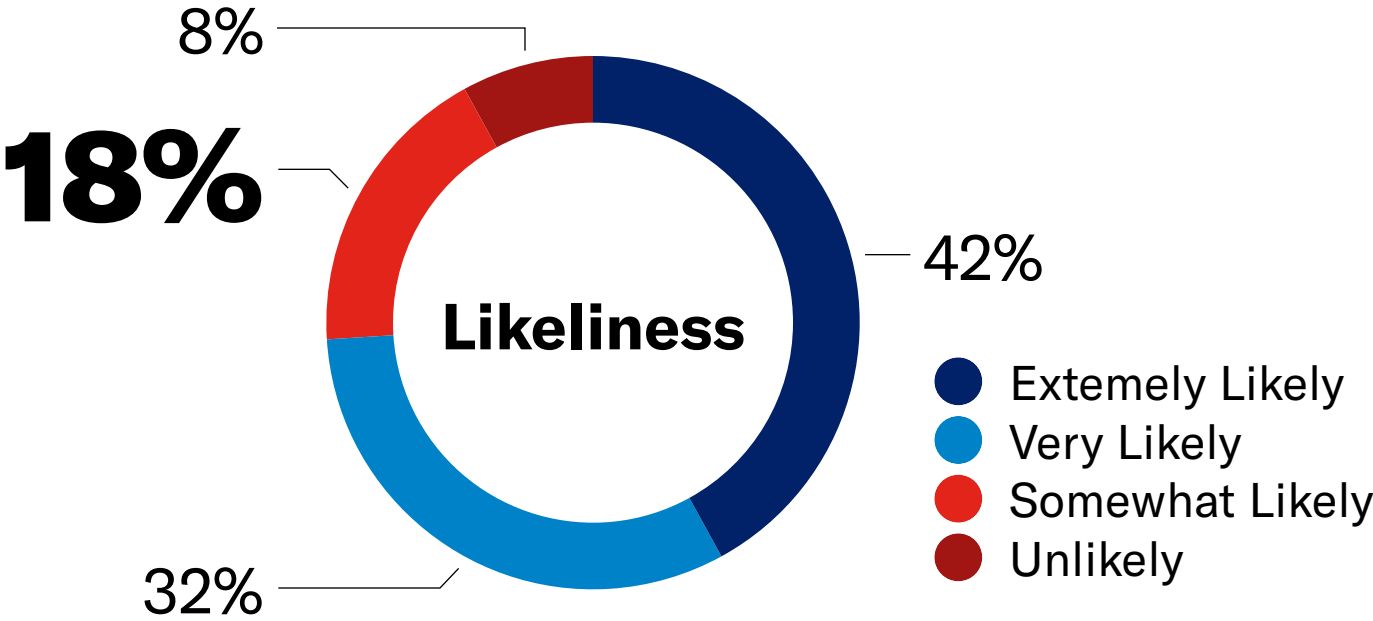
Top Census Deterrents:

1. Lazy
2. Inconvenient/Hassle / Difficult/Hard to understand

Macon County Profile

Indifference Index: **14.16**

*Ranking are from 7-15 & Median County value is 10.4



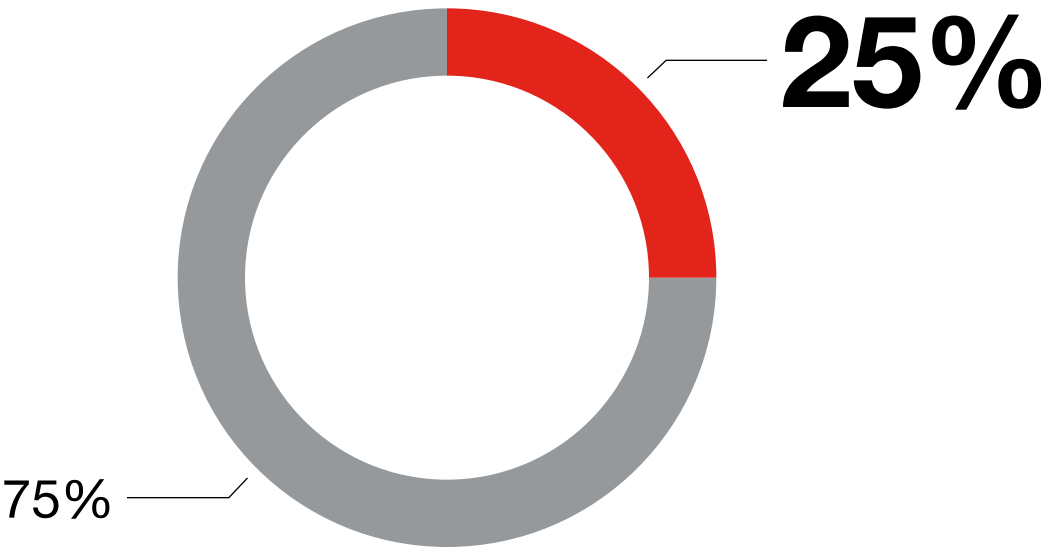
Somewhat-Likely Population: **3,319**

County Type:



Mostly Rural

Hard to Count Population:



4,826 people live in hard-to-count neighborhoods

Top Messaging Drivers:

1. Alabama would lose up to \$13 billion in federal funding
2. Lose out on an opportunity to enforce civil rights law
3. Information and statistics could be presented to your local government
4. Relocation of businesses could bring about new markets and job opportunities

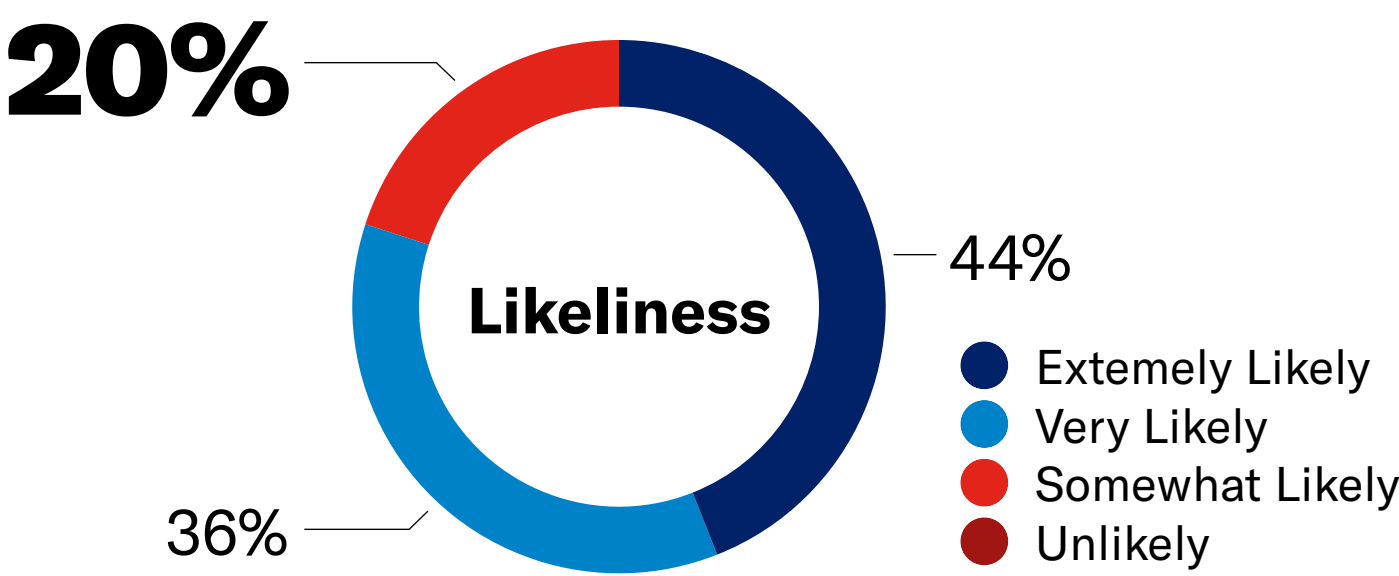
Top Census Deterrents:

1. Don't understand importance/use
2. Unaware/Don't know what it is

Madison County Profile

Indifference Index: 9.42

*Ranking are from 7-15 & Median County value is 10.4



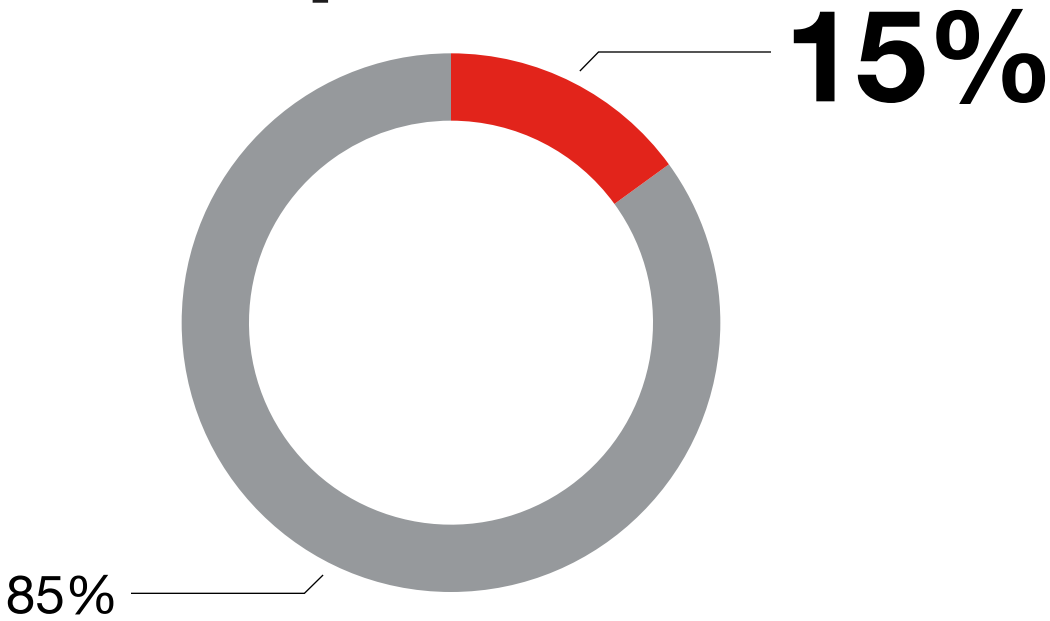
Somewhat-Likely Population: **73,304**

County Type:



Mostly Urban

Hard to Count Population:



52,677 people live in hard-to-count neighborhoods

Top Messaging Drivers:

1. Alabama would lose up to \$13 billion in federal funding
2. Relocation of businesses could bring about new markets and job opportunities
3. Your local government would be less equipped to address changes in your community

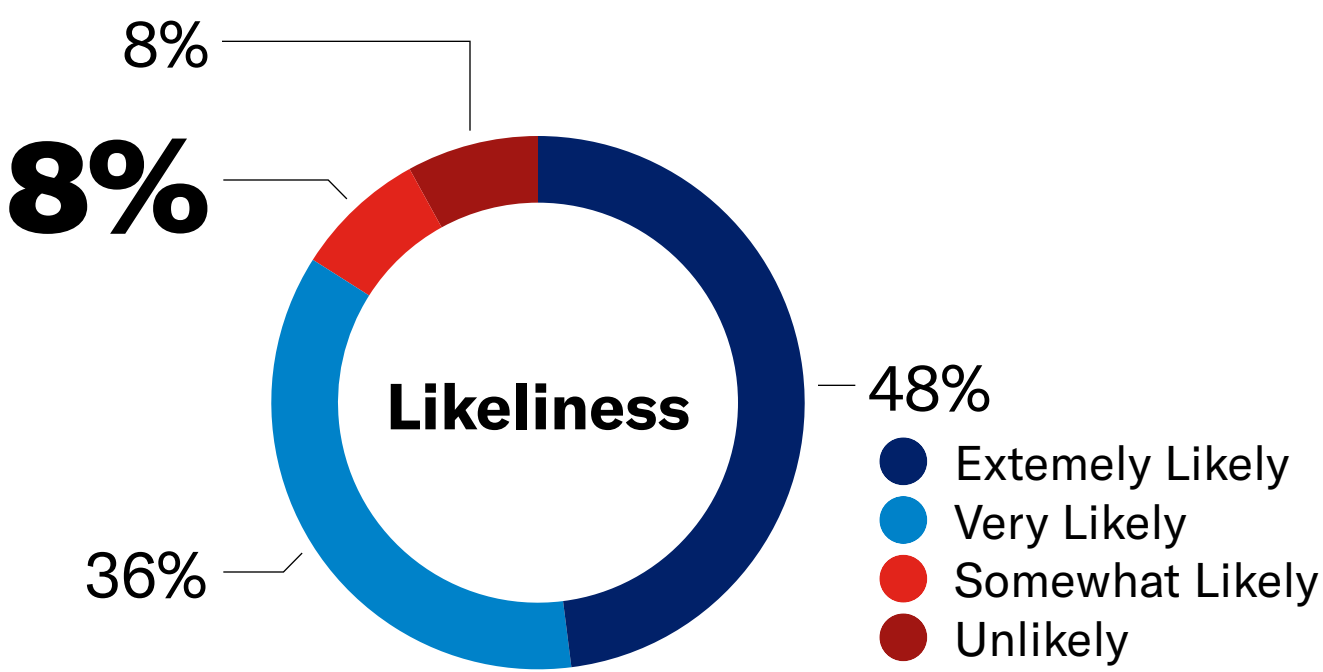
Top Census Deterrents:

1. Don't understand importance/use
2. Privacy
3. Don't Understand Importance/use
4. Busy/Don't have time/Won't Take time
5. Don't care/Apathy/Indifferent

Marengo County Profile

Indifference Index: 12.74

*Ranking are from 7-15 & Median County value is 10.4



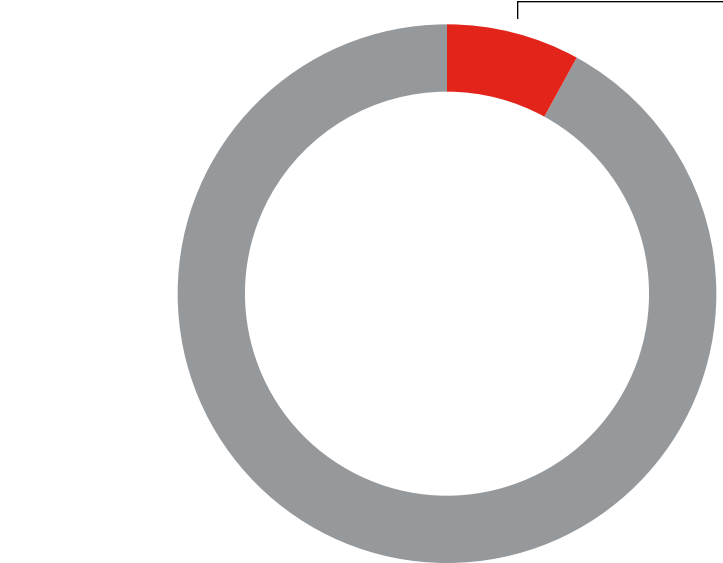
Somewhat-Likely Population: 1,525

County Type:



Mostly Rural

Hard to Count Population: 8%



1,648 people live in hard-to-count neighborhoods

Top Messaging Drivers:

1. Alabama would lose up to \$13 billion in federal funding
2. Relocation of businesses could bring about new markets and job opportunities
3. Alabama would lose up to two representatives in Washington, D.C.

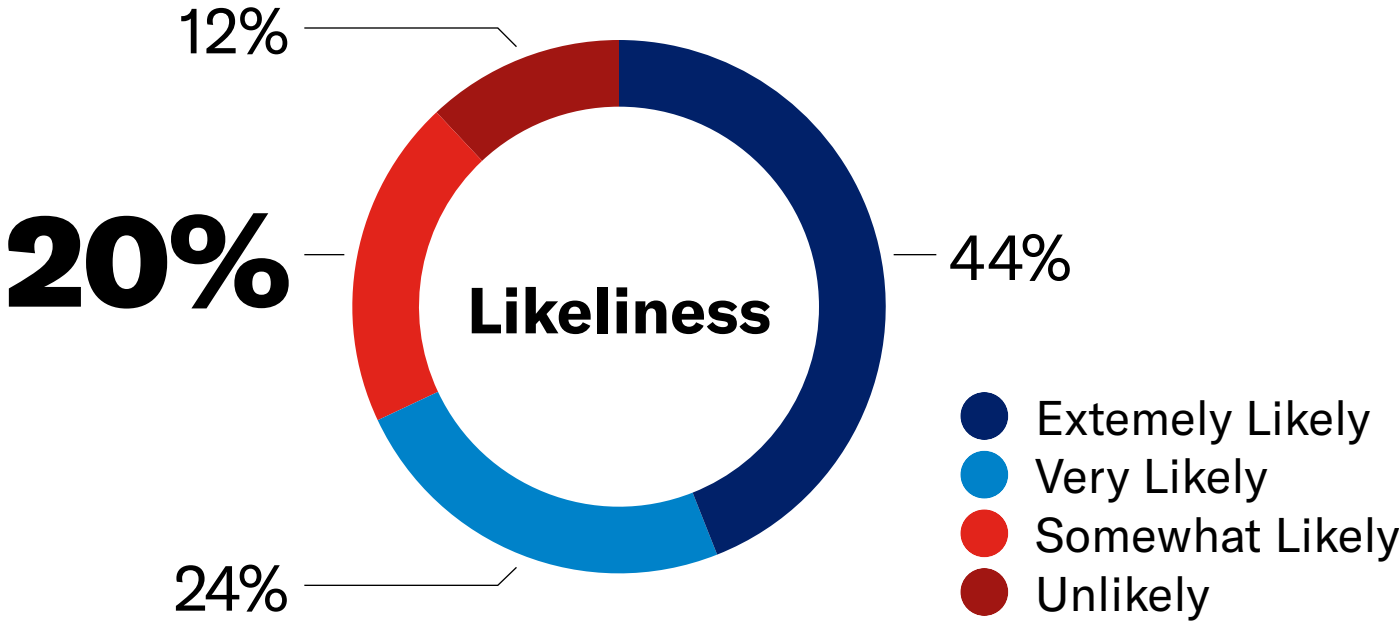
Top Census Deterrents:

1. Privacy
2. Don't understand importance/use

Marion County Profile

Indifference Index: **13.3**

*Ranking are from 7-15 & Median County value is 10.4



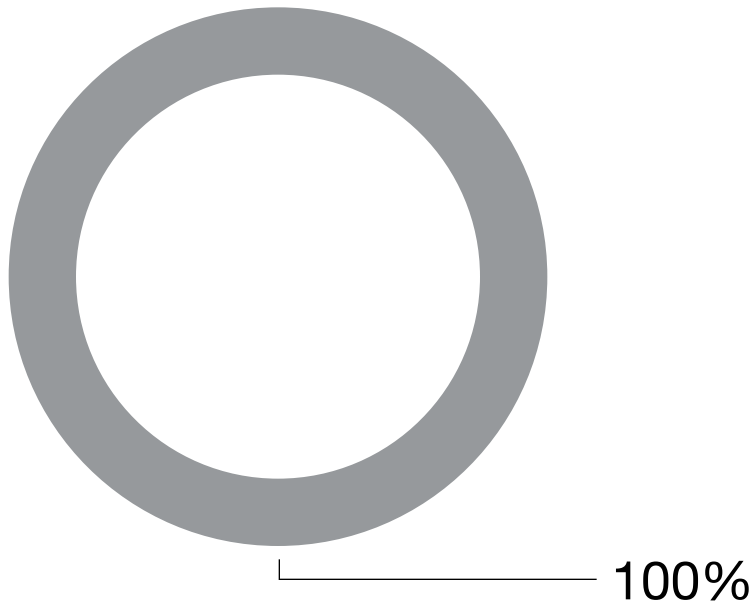
Somewhat-Likely Population: **5,953**

County Type:



Mostly Rural

Hard to Count Population:



0 people live in hard-to-count neighborhoods

Top Messaging Drivers:

1. Alabama would lose up to \$13 billion in federal funding
2. Relocation of businesses could bring about new markets and job opportunities
3. Alabama would lose up to two representatives in Washington, D.C.

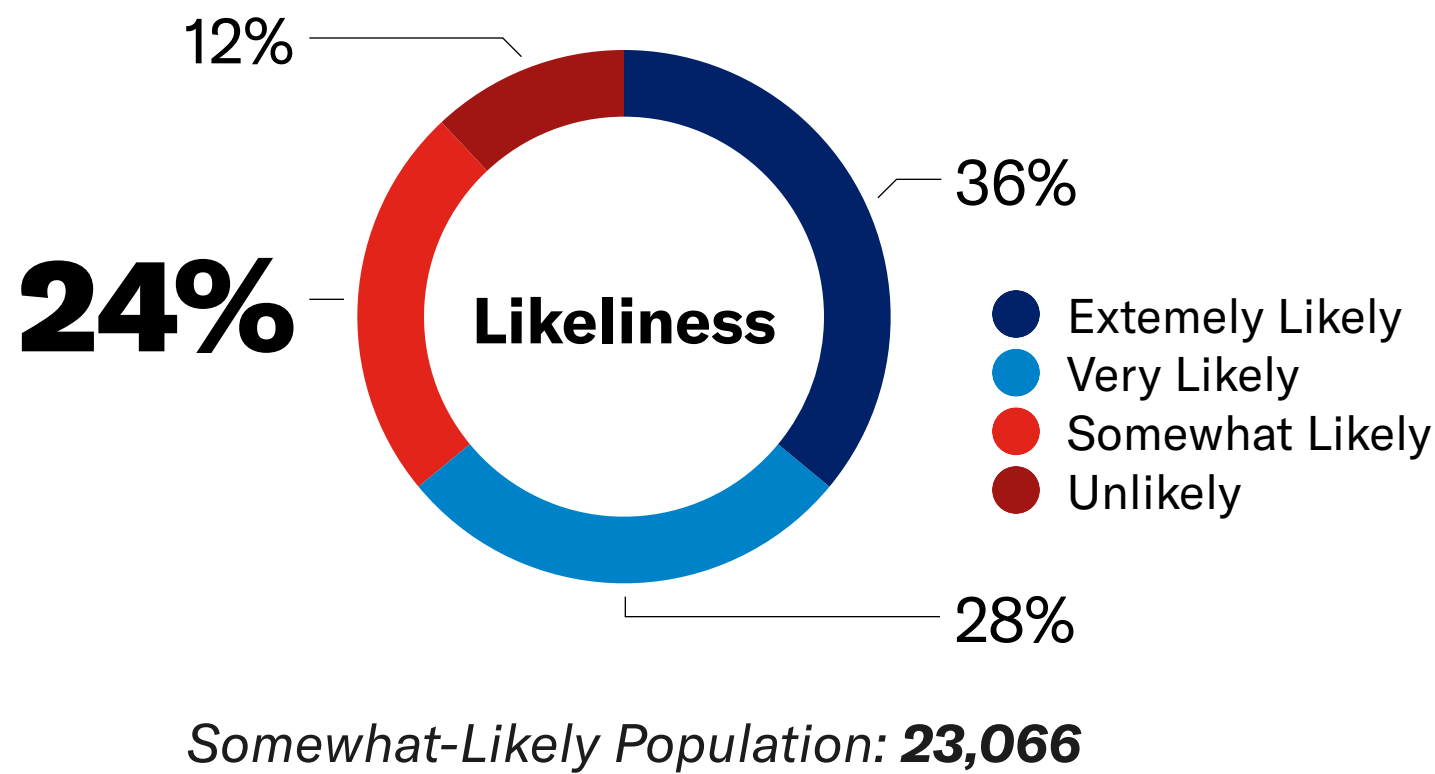
Top Census Deterrents:

1. Don't think it matters/Not important
2. Inconvenient/Hassle / Difficult/Hard to understand
3. Don't understand importance/use

Marshall County Profile

Indifference Index: **7.44**

*Ranking are from 7-15 & Median County value is 10.4

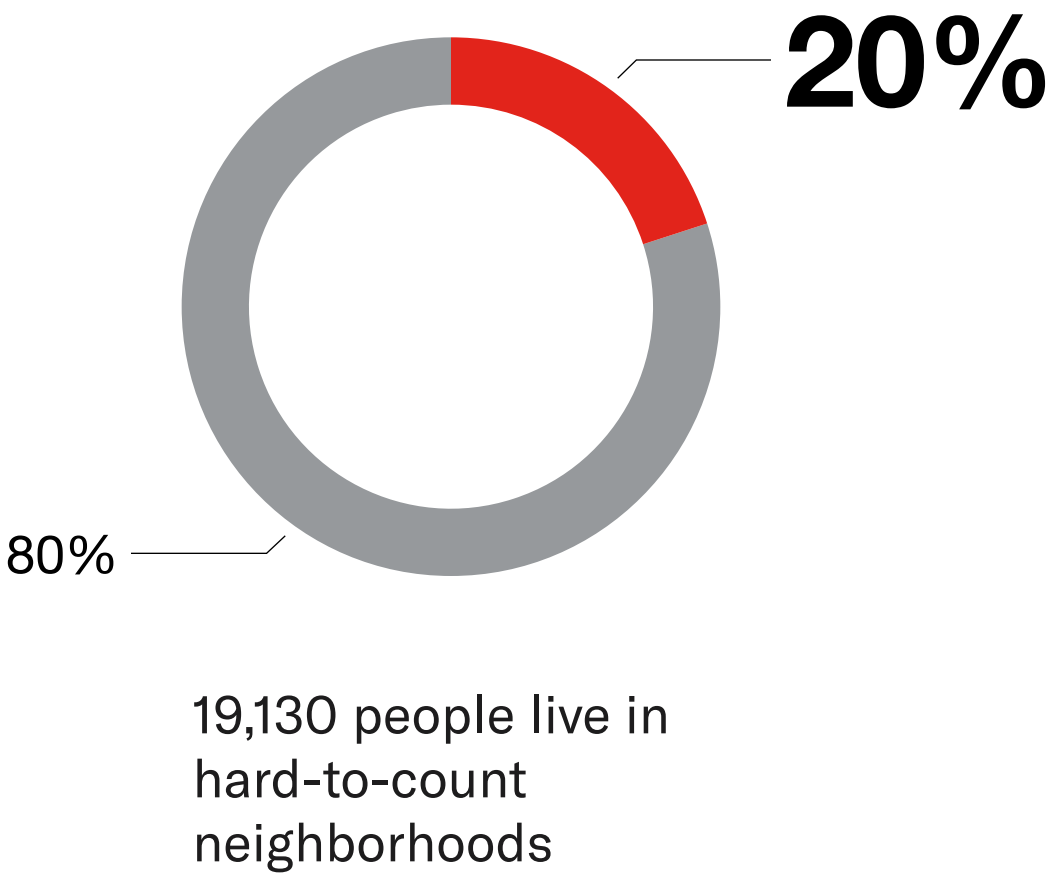


County Type:



Mostly Rural

Hard to Count Population:



Top Messaging Drivers:

1. Alabama would lose up to \$13 billion in federal funding
2. Information and statistics could be presented to your local government
3. Relocation of businesses could bring about new markets and job opportunities

Top Census Deterrents:

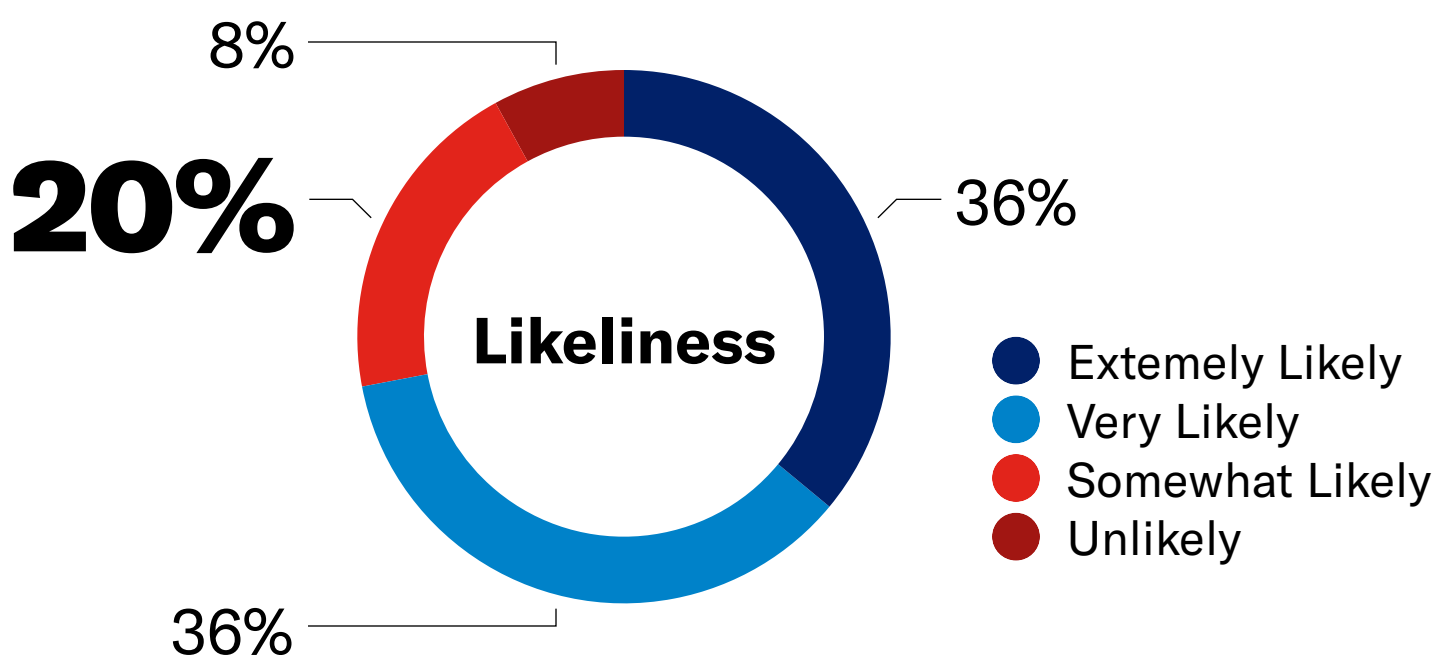
1. Lazy
2. Afraid (of deportation, consequences, being found)

Mobile County Profile

Indifference Index:

10.46

*Ranking are from 7-15 & Median County value is 10.4



Somewhat-Likely Population: **82,751**

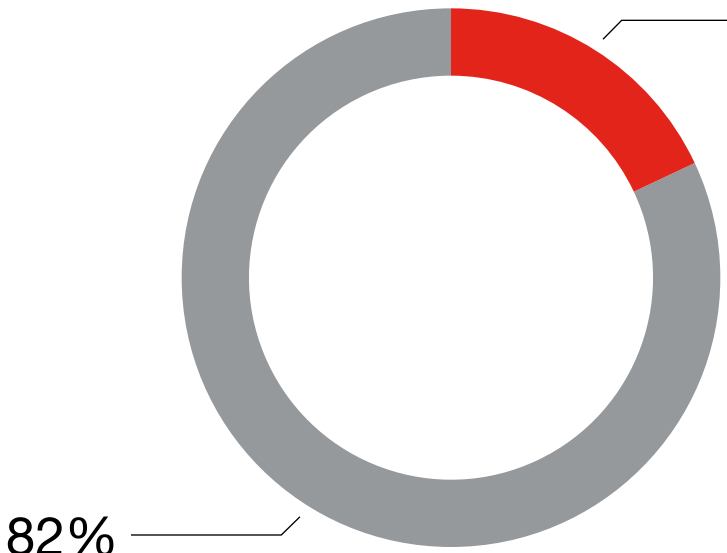
County Type:



Mostly Urban

Hard to Count Population:

18%



73,350 people live in hard-to-count neighborhoods

Top Messaging Drivers:

1. Relocation of businesses could bring about new markets and job opportunities
2. Alabama would lose up to \$13 billion in federal funding
3. Information and statistics could be presented to your local government
4. Your local government would be less equipped to address changes in your community

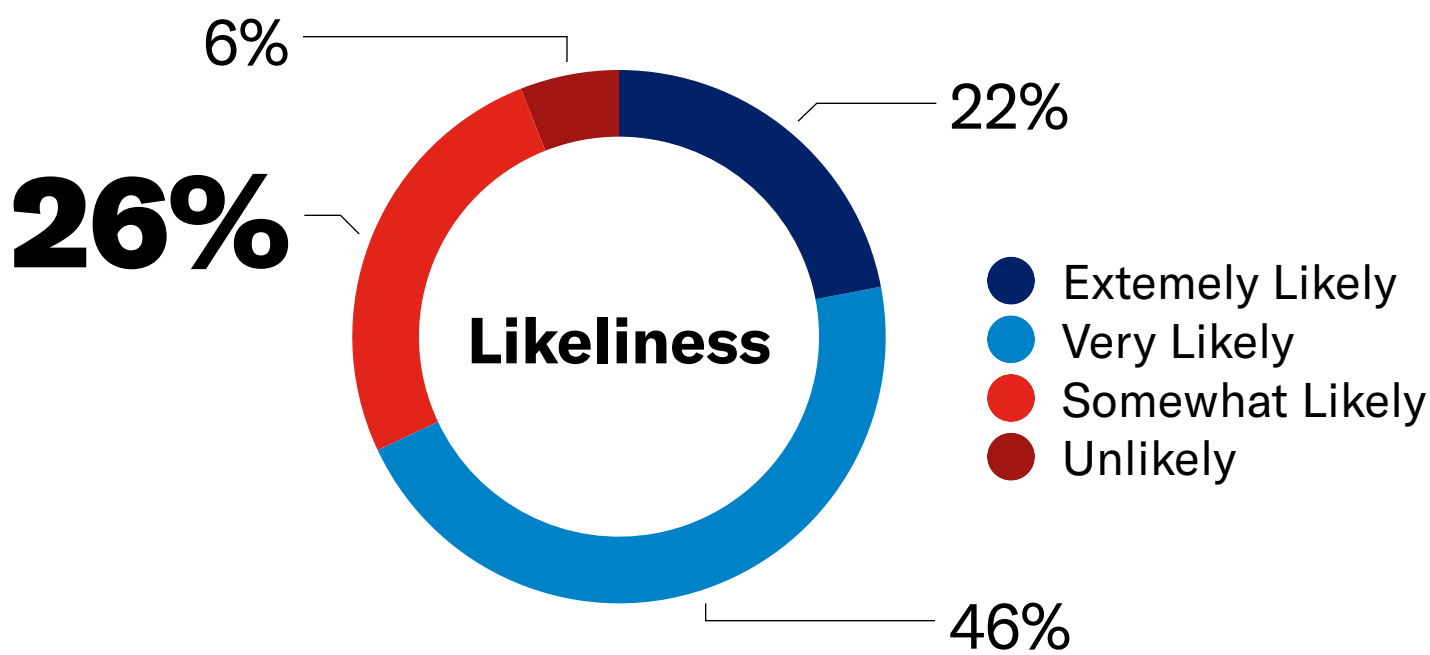
Top Census Deterrents:

1. Don't understand importance/use
2. Don't trust government/Anti-government

Monroe County Profile

Indifference Index: **11.46**

*Ranking are from 7-15 & Median County value is 10.4



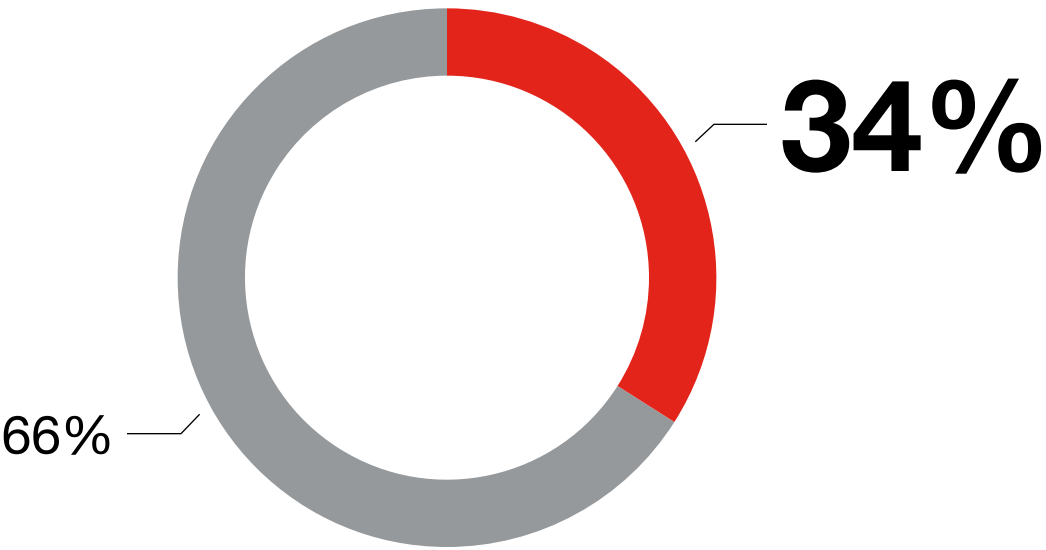
Somewhat-Likely Population: **5,477**

County Type:



Mostly Rural

Hard to Count Population:



7,333 people live in hard-to-count neighborhoods

Top Messaging Drivers:

- 1. Alabama would lose up to \$13 billion in federal funding
- 2. Alabama would lose up to two representatives in Washington, D.C.
- 3. Your community would have less representation on the state level

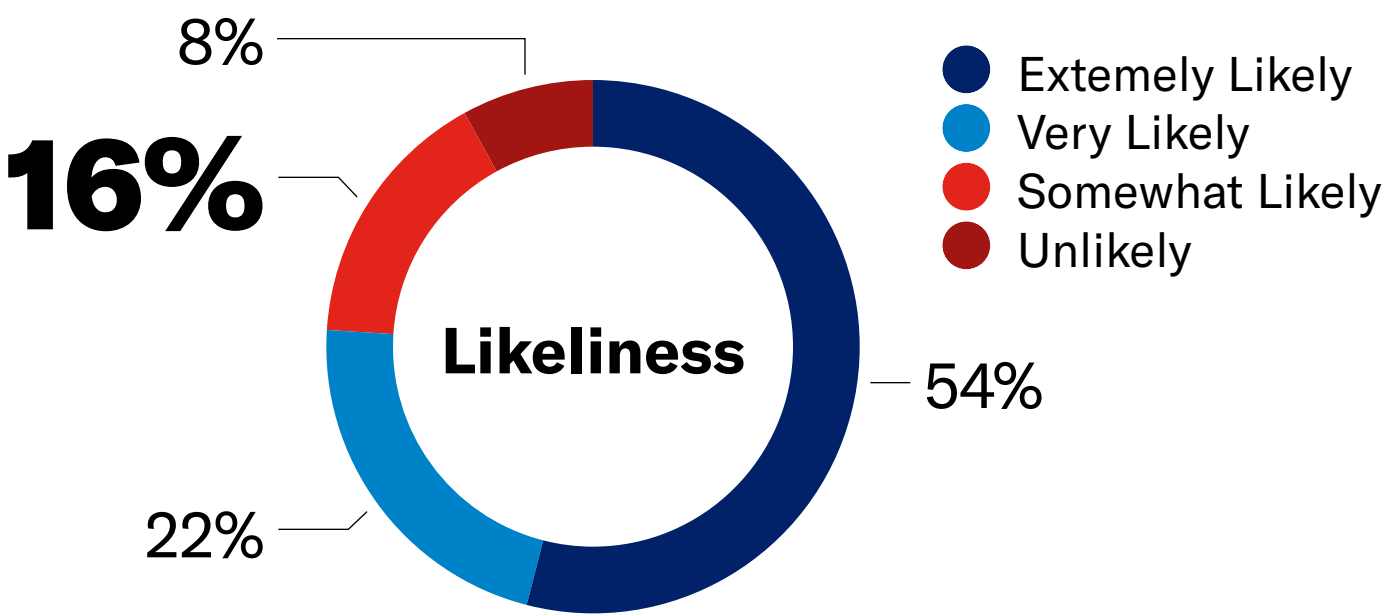
Top Census Deterrents:

- 1. Lazy
- 2. Don't understand importance/use

Montgomery County Profile

Indifference Index: **9.93**

*Ranking are from 7-15 & Median County value is 10.4



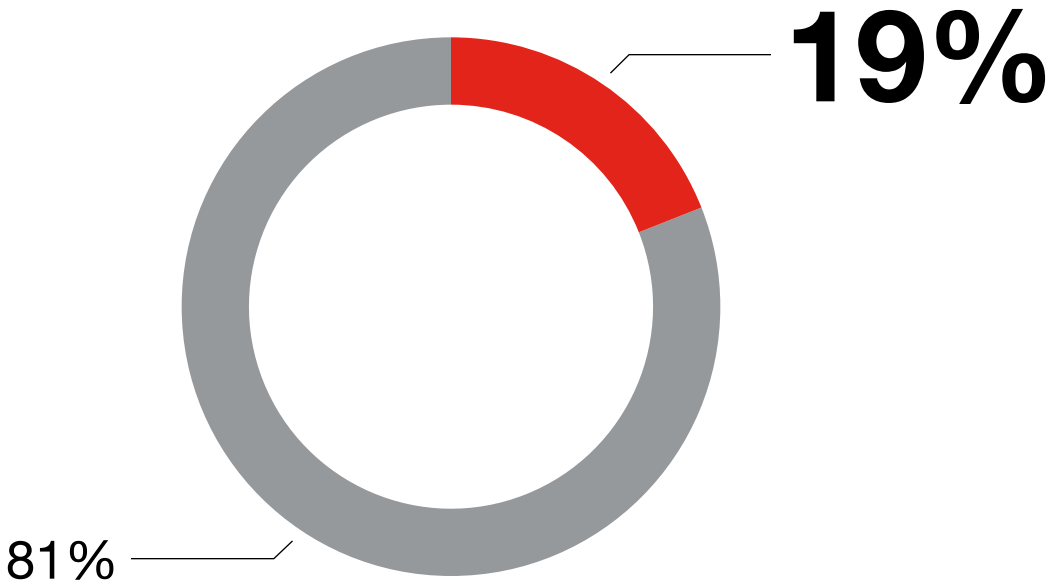
Somewhat-Likely Population: **36,122**

County Type:



Mostly Urban

Hard to Count Population:



43,964 people live in hard-to-count neighborhoods

Top Messaging Drivers:

1. Alabama would lose up to \$13 billion in federal funding
2. Relocation of businesses could bring about new markets and job opportunities
3. Information and statistics could be presented to your local government

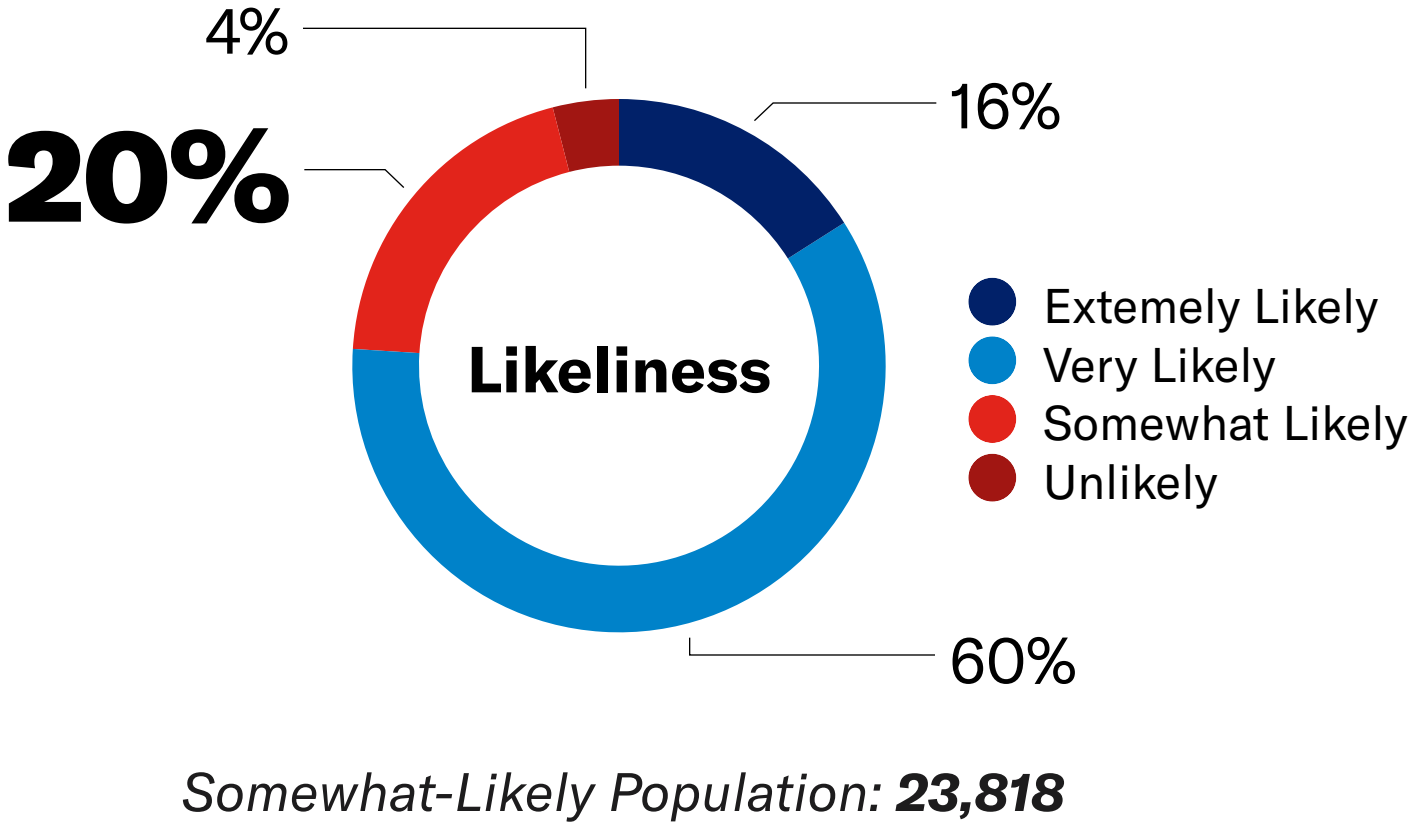
Top Census Deterrents:

1. Don't understand importance/use
2. Don't think it matters/Not important

Morgan County Profile

Indifference Index: **10.12**

*Ranking are from 7-15 & Median County value is 10.4

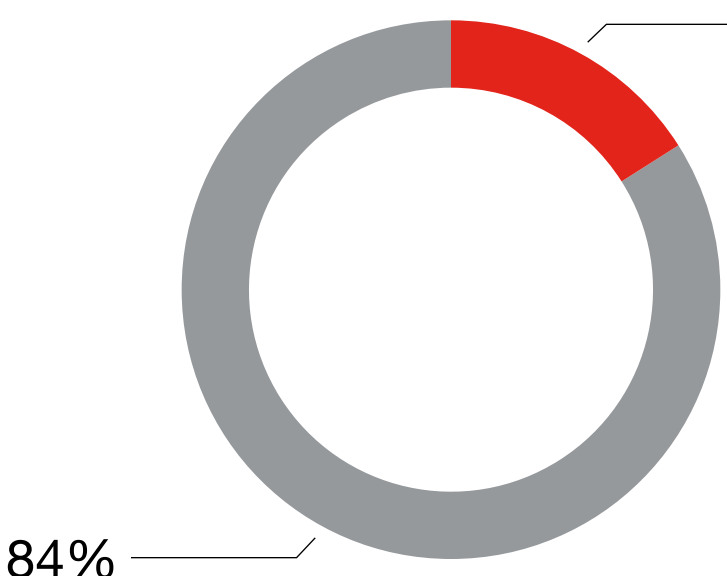


County Type:



Mostly Urban

Hard to Count Population: **16%**



19,611 people live in hard-to-count neighborhoods

Top Messaging Drivers:

1. Alabama would lose up to \$13 billion in federal funding
2. Alabama would lose up to two representatives in Washington, D.C.
3. Relocation of businesses could bring about new markets and job opportunities

Top Census Deterrents:

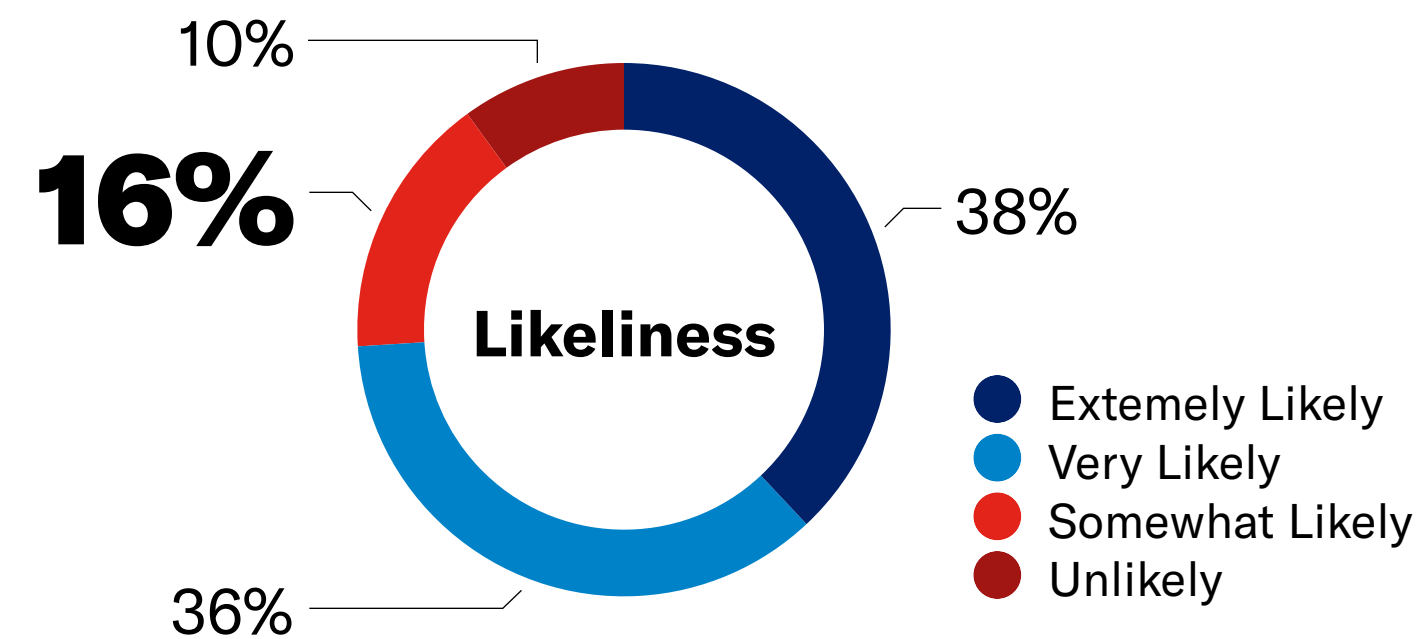
1. Don't understand importance/use
2. Lazy
3. Don't care/Apathy/Indifferent
4. Don't think it matters/Not important
5. Privacy
6. Paranoid

Perry County Profile

Indifference Index:

12.74

*Ranking are from 7-15 & Median County value is 10.4



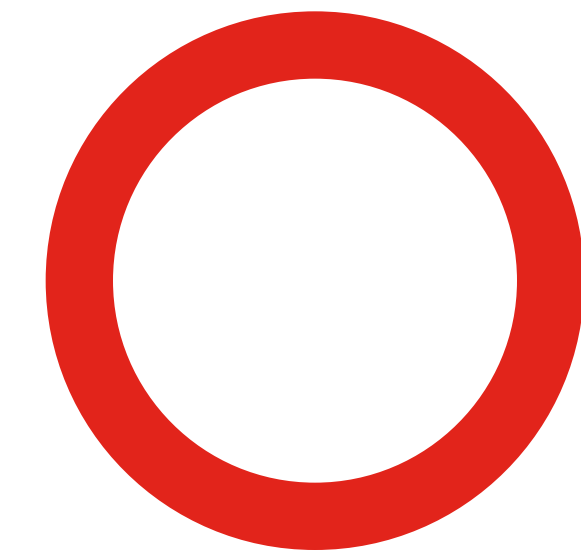
Somewhat-Likely Population: **1,462**

County Type:



Completely Rural

Hard to Count Population:



100%

9,680 people live in hard-to-count neighborhoods

Top Messaging Drivers:

1. Alabama would lose up to \$13 billion in federal funding
2. Relocation of businesses could bring about new markets and job opportunities
3. Information and statistics could be presented to your local government

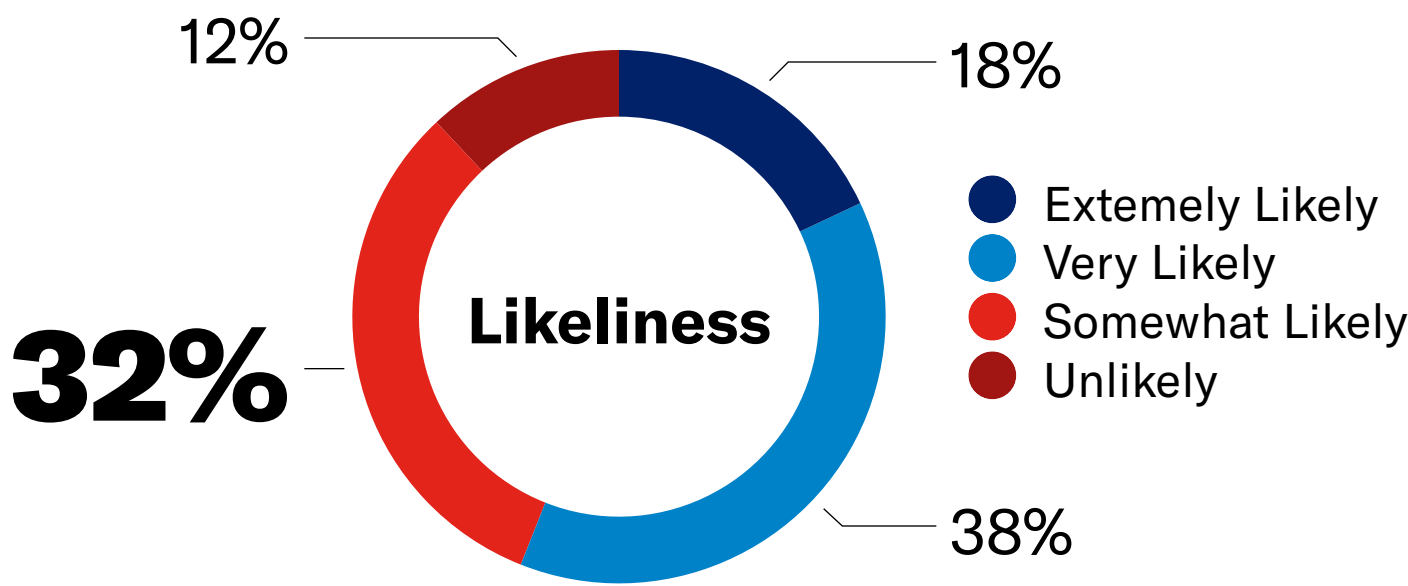
Top Census Deterrents:

1. Don't understand importance/use
2. Lazy

Pickens County Profile

Indifference Index: **9.88**

*Ranking are from 7-15 & Median County value is 10.4



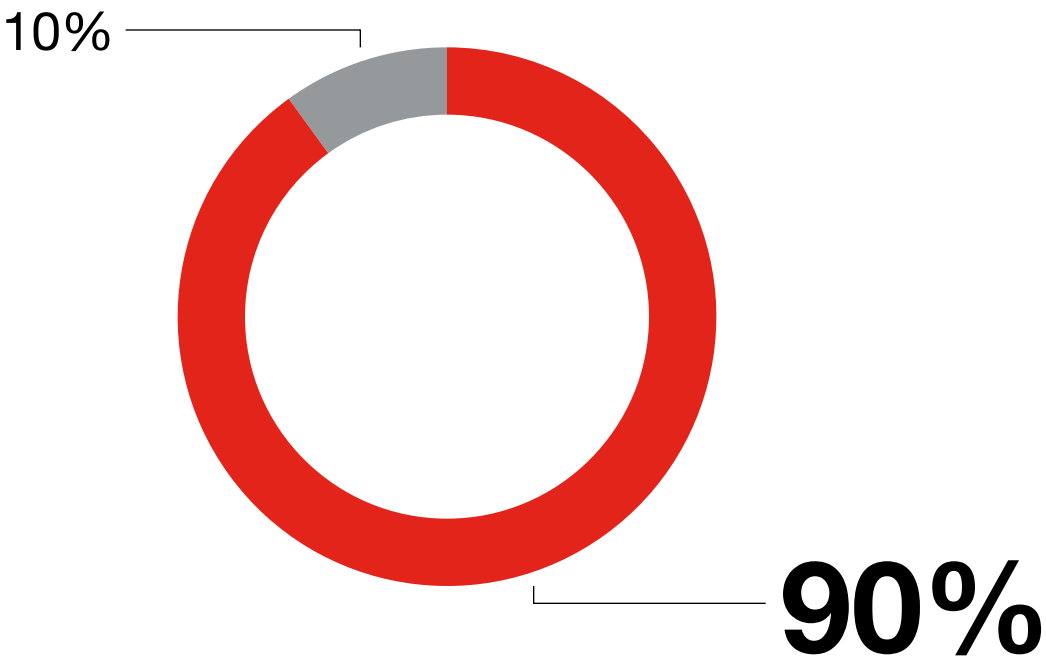
Somewhat-Likely Population: **6,380**

County Type:



Completely Rural

Hard to Count Population:



18,189 people live in hard-to-count neighborhoods

Top Messaging Drivers:

1. Relocation of businesses could bring about new markets and job opportunities
2. Information and statistics could be presented to your local government
3. Alabama would lose up to two representatives in Washington, D.C.

Top Census Deterrents:

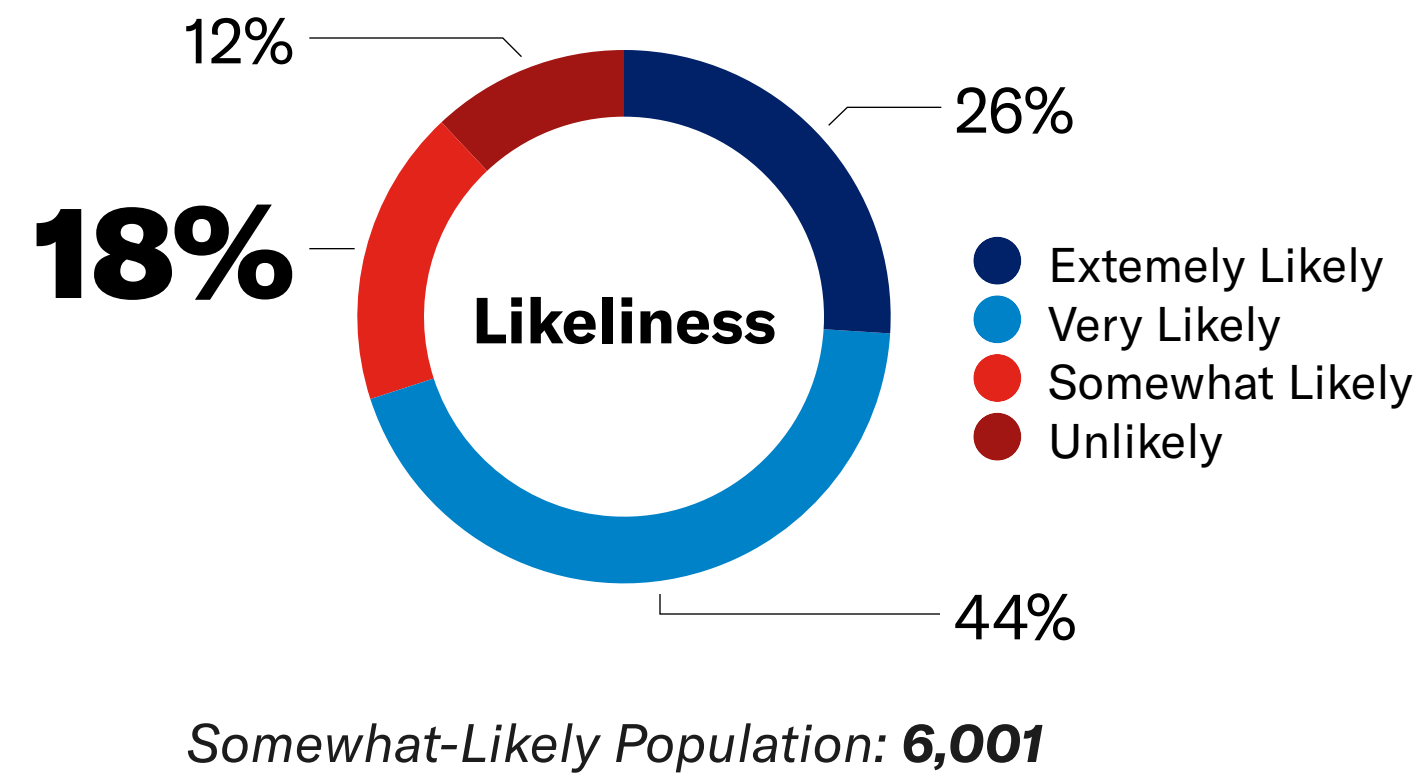
1. Don't understand importance/use
2. Privacy

Pike County Profile

Indifference Index:

9.17

*Ranking are from 7-15 & Median County value is 10.4

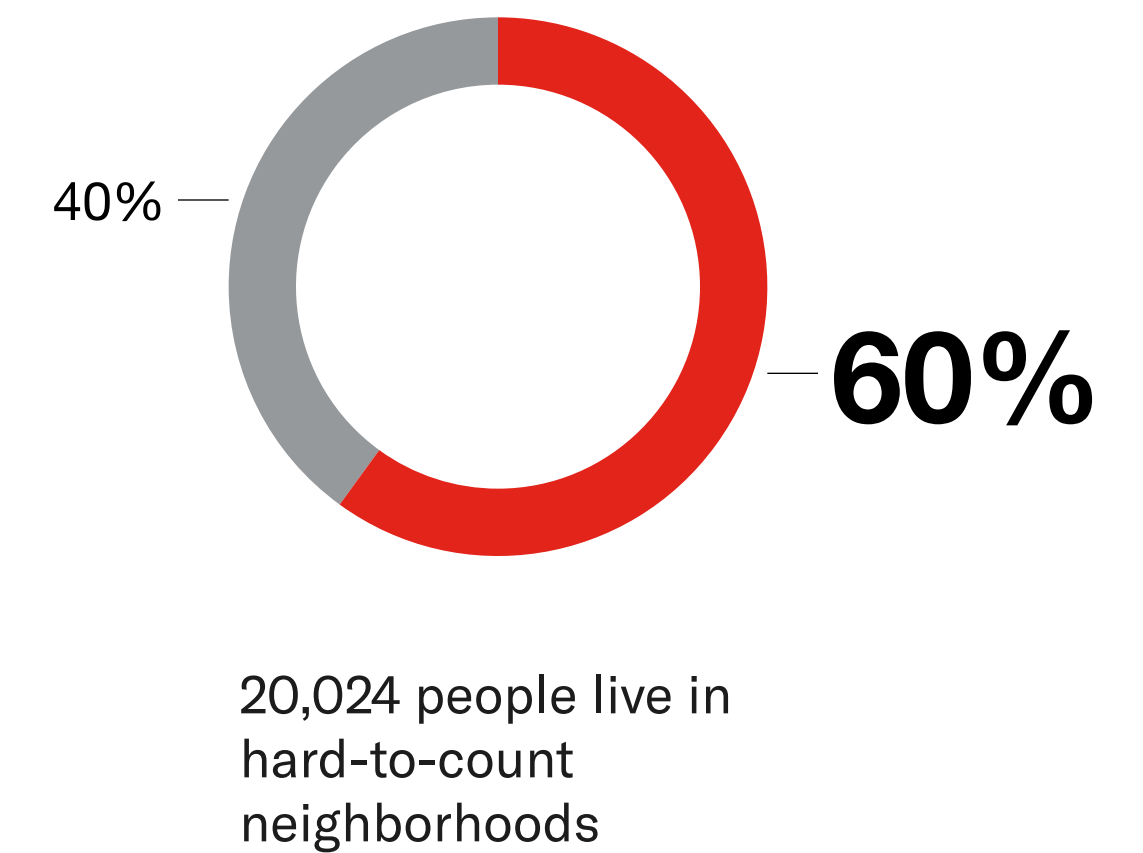


County Type:



Mostly Rural

Hard to Count Population:



Top Messaging Drivers:

1. Alabama would lose up to \$13 billion in federal funding
2. Information and statistics could be presented to your local government
3. Relocation of businesses could bring about new markets and job opportunities

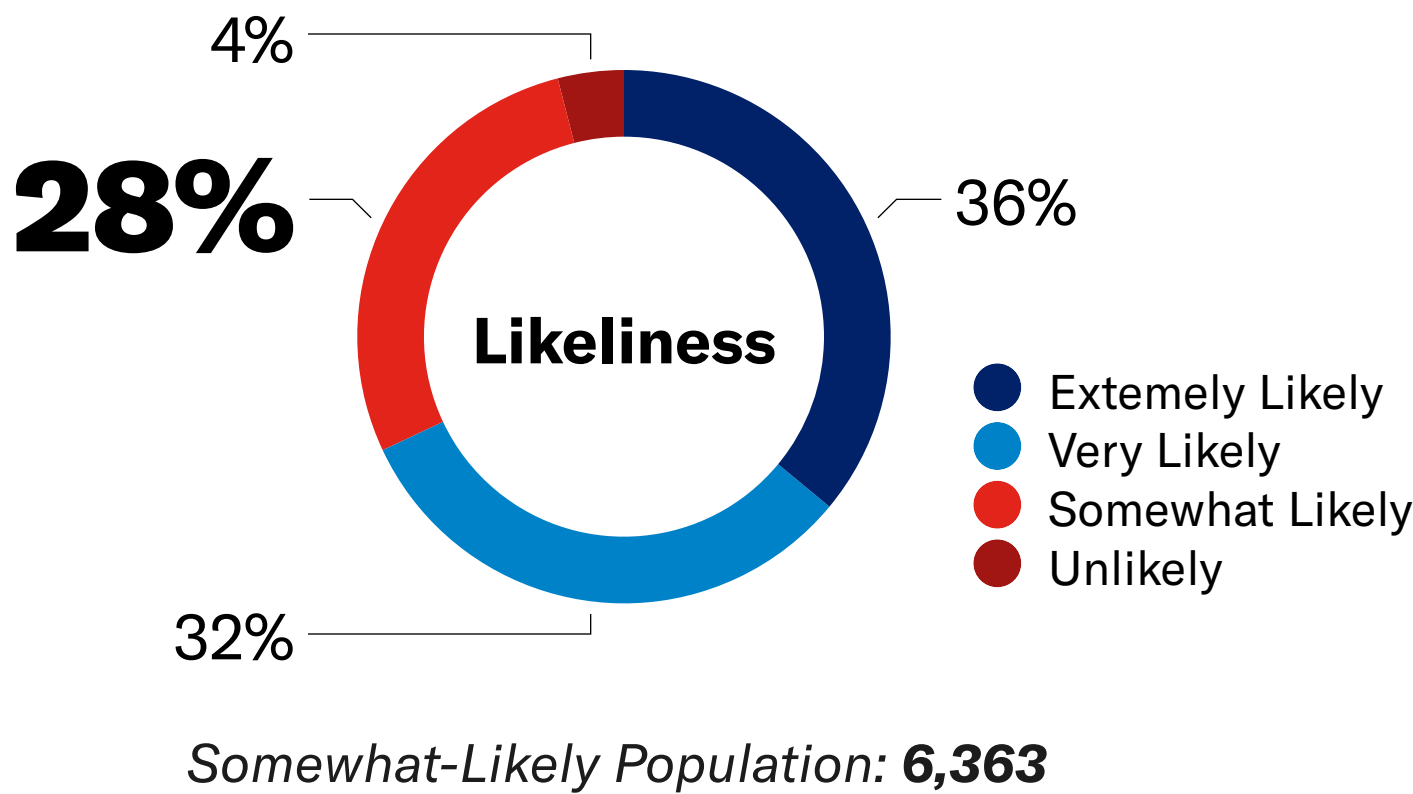
Top Census Deterrents:

1. Don't think it matters/Not important
2. Lazy

Randolph County Profile

Indifference Index: **10.02**

*Ranking are from 7-15 & Median County value is 10.4

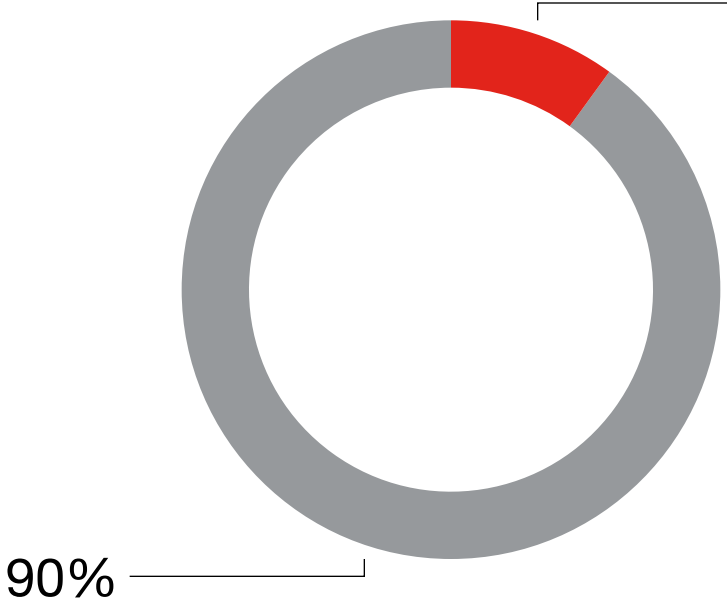


County Type:



Mostly Rural

Hard to Count Population: **10%**



2,190 people live in hard-to-count neighborhoods

Top Messaging Drivers:

- 1. Alabama would lose up to \$13 billion in federal funding
- 2. Relocation of businesses could bring about new markets and job opportunities
- 3. Alabama would lose up to two representatives in Washington, D.C.

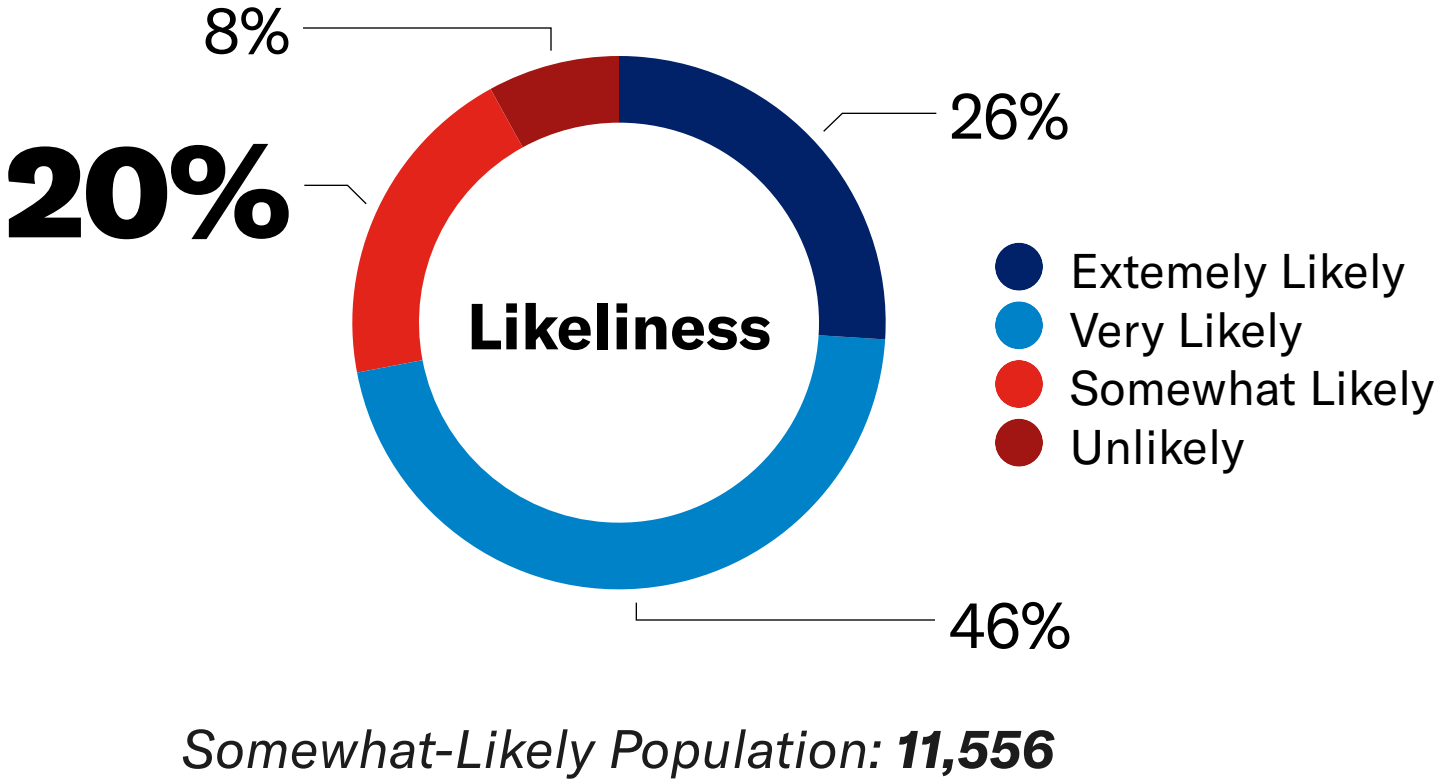
Top Census Deterrents:

- 1. Don't think it matters/Not important
- 2. Lazy
- 3. Don't understand importance/use

Russell County Profile

Indifference Index: **11.18**

*Ranking are from 7-15 & Median County value is 10.4

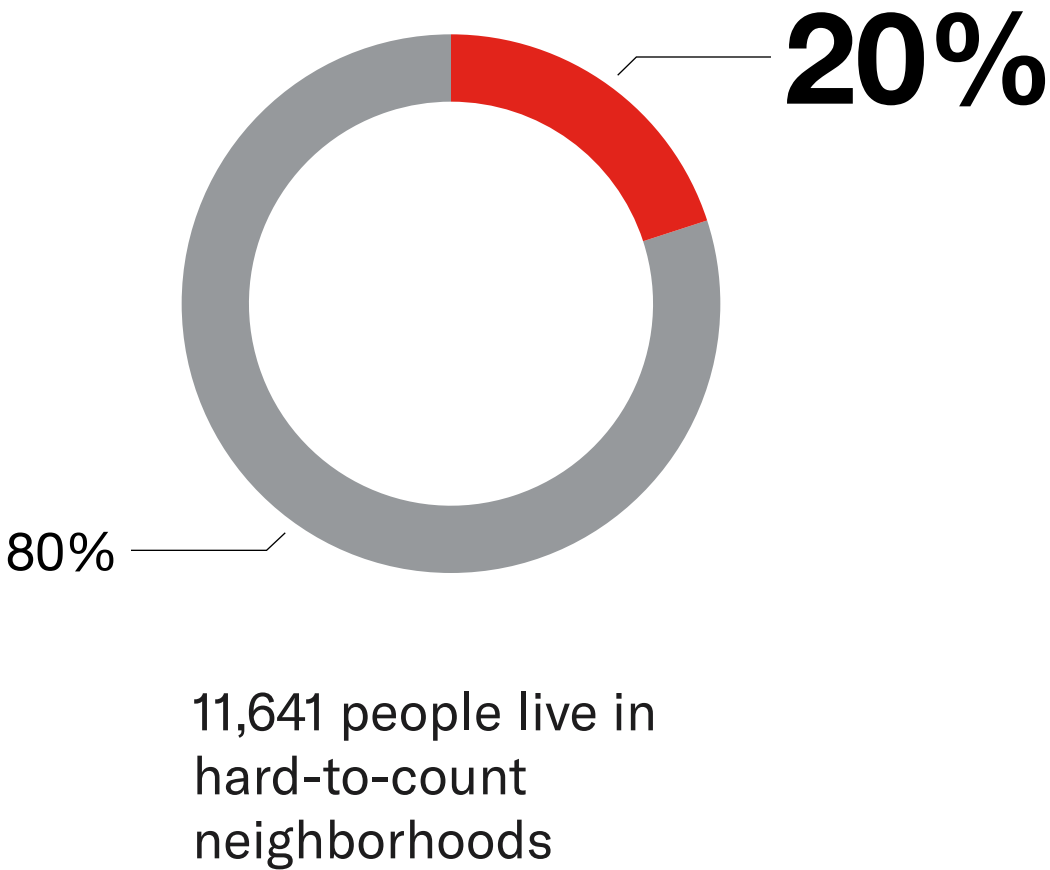


County Type:



Mostly Urban

Hard to Count Population:



Top Messaging Drivers:

1. Relocation of businesses could bring about new markets and job opportunities
2. Alabama would lose up to two representatives in Washington, D.C.
3. Alabama would lose up to \$13 billion in federal funding

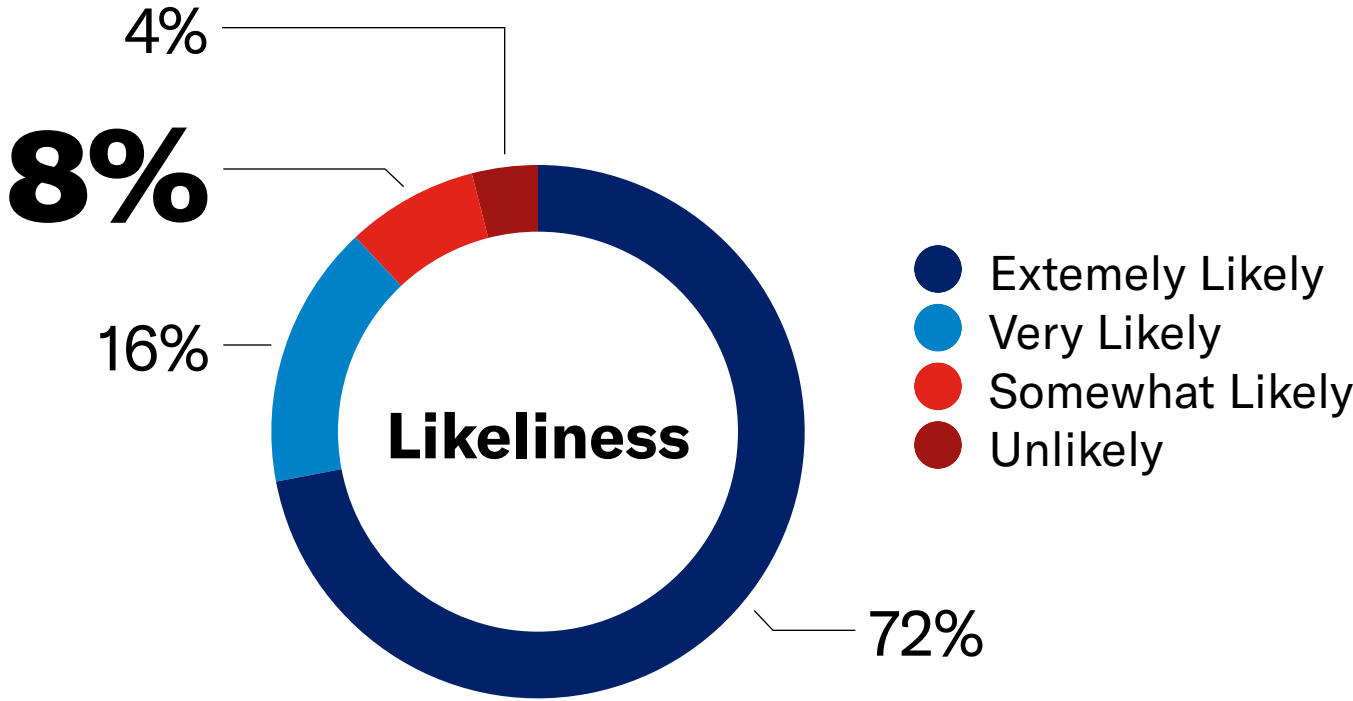
Top Census Deterrents:

1. Don't understand importance/use
2. Busy/Don't have time/Won't take time
3. Don't care/Apathy/Indifferent
4. Privacy
5. Doesn't change anything/Waste of time
6. Don't think it matters/Not important
7. Lazy

Shelby County Profile

Indifference Index: 9.92

*Ranking are from 7-15 & Median County value is 10.4



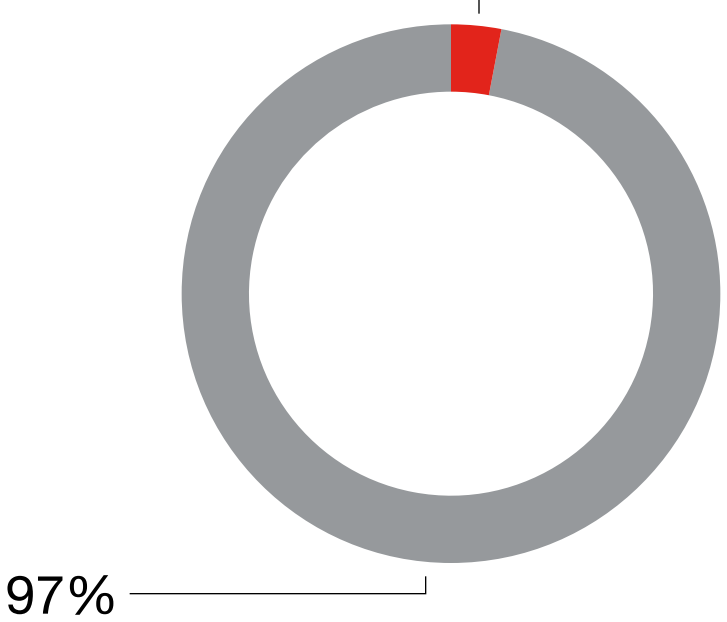
Somewhat-Likely Population: **17,257**

County Type:



Mostly Rural

Hard to Count Population: 3%



5,591 people live in hard-to-count neighborhoods

Top Messaging Drivers:

1. Alabama would lose up to \$13 billion in federal funding
2. Relocation of businesses could bring about new markets and job opportunities
3. Information and statistics could be presented to your local government

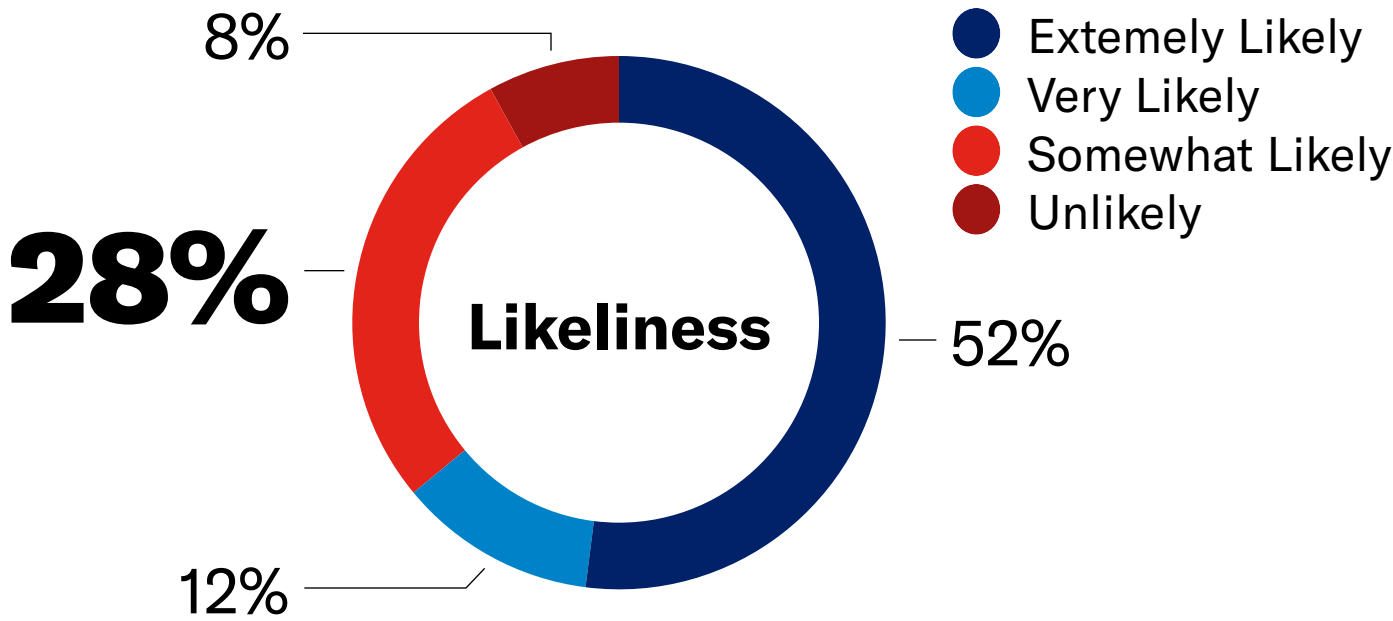
Top Census Deterrents:

1. Illegal/Undocumented
2. Lazy
3. Don't trust government/Anti-government
4. Don't understand importance/use

St. Clair County Profile

Indifference Index: **10.14**

*Ranking are from 7-15 & Median County value is 10.4



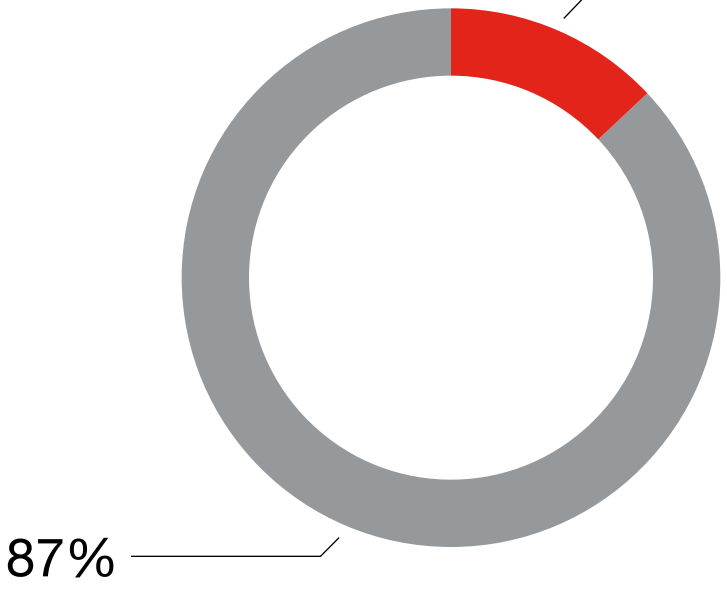
Somewhat-Likely Population: **24,833**

County Type:



Mostly Urban

Hard to Count Population: **13%**



11,005 people live in hard-to-count neighborhoods

Top Messaging Drivers:

1. Alabama would lose up to \$13 billion in federal funding
2. Relocation of businesses could bring about new markets and job opportunities
3. Alabama would lose up to two representatives in Washington, D.C.

Top Census Deterrents:

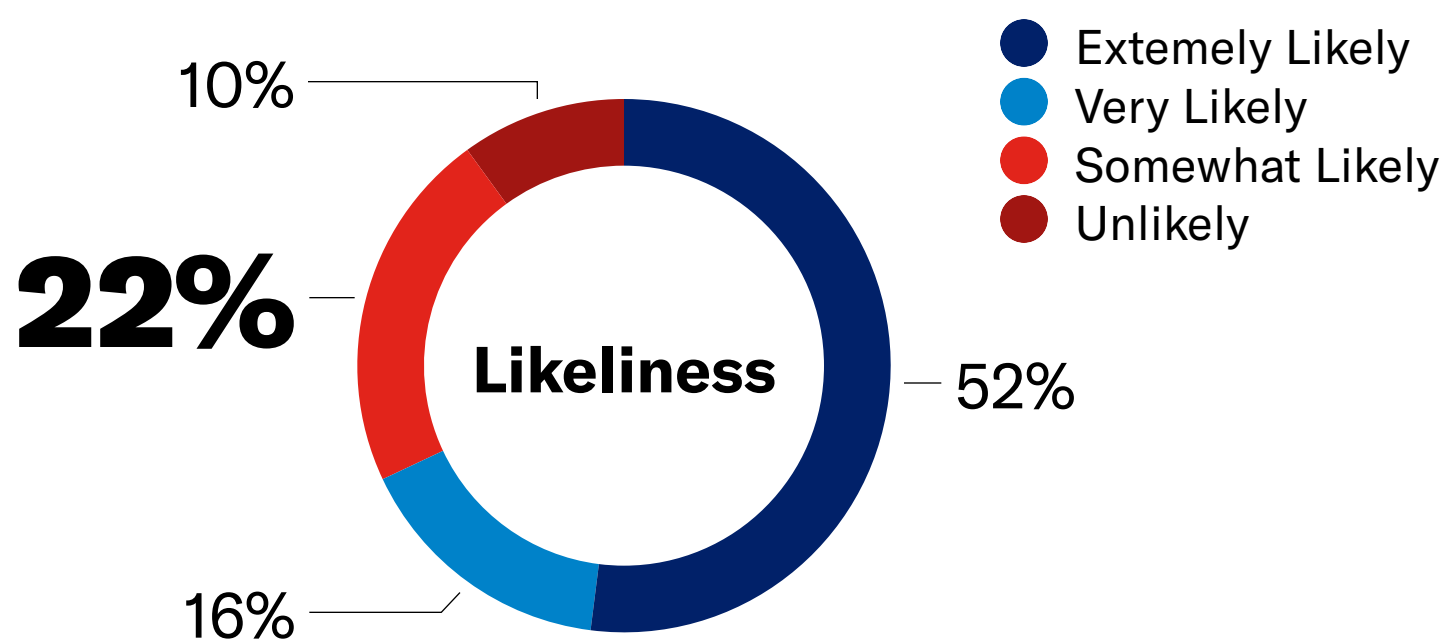
1. Lazy
2. Don't care/Apathy/Indifferent
3. Don't understand importance/use

Sumter County Profile

Indifference Index:

13.71

*Ranking are from 7-15 & Median County value is 10.4



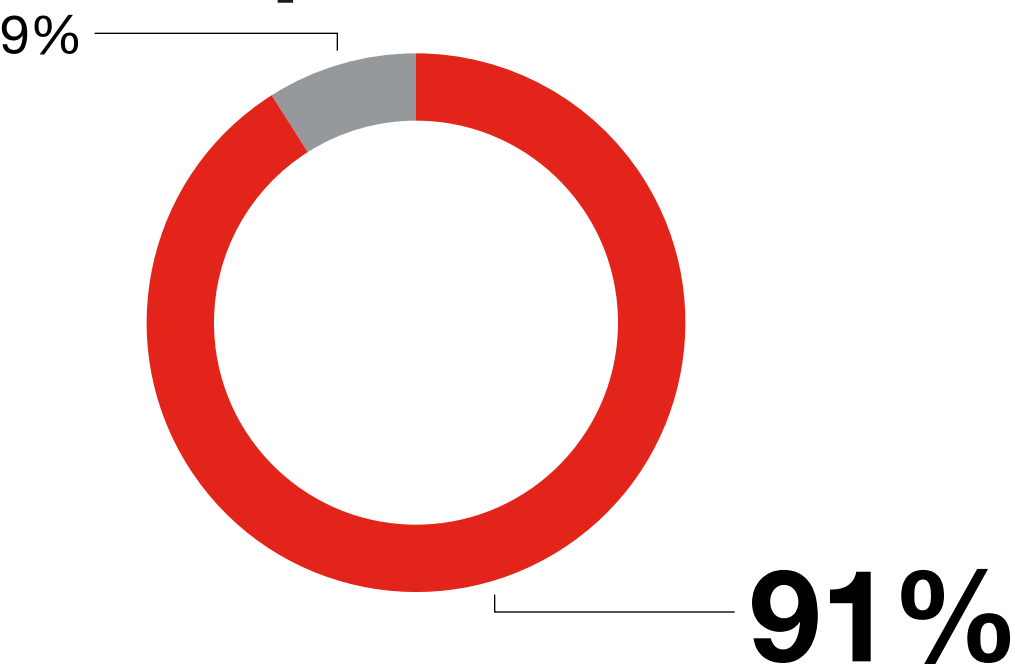
Somewhat-Likely Population: **2,792**

County Type:



Completely Rural

Hard to Count Population:



11,917 people live in hard-to-count neighborhoods

Top Messaging Drivers:

1. Alabama would lose up to \$13 billion in federal funding
2. Information and statistics could be presented to your local government
3. Relocation of businesses could bring about new markets and job opportunities

Top Census Deterrents:

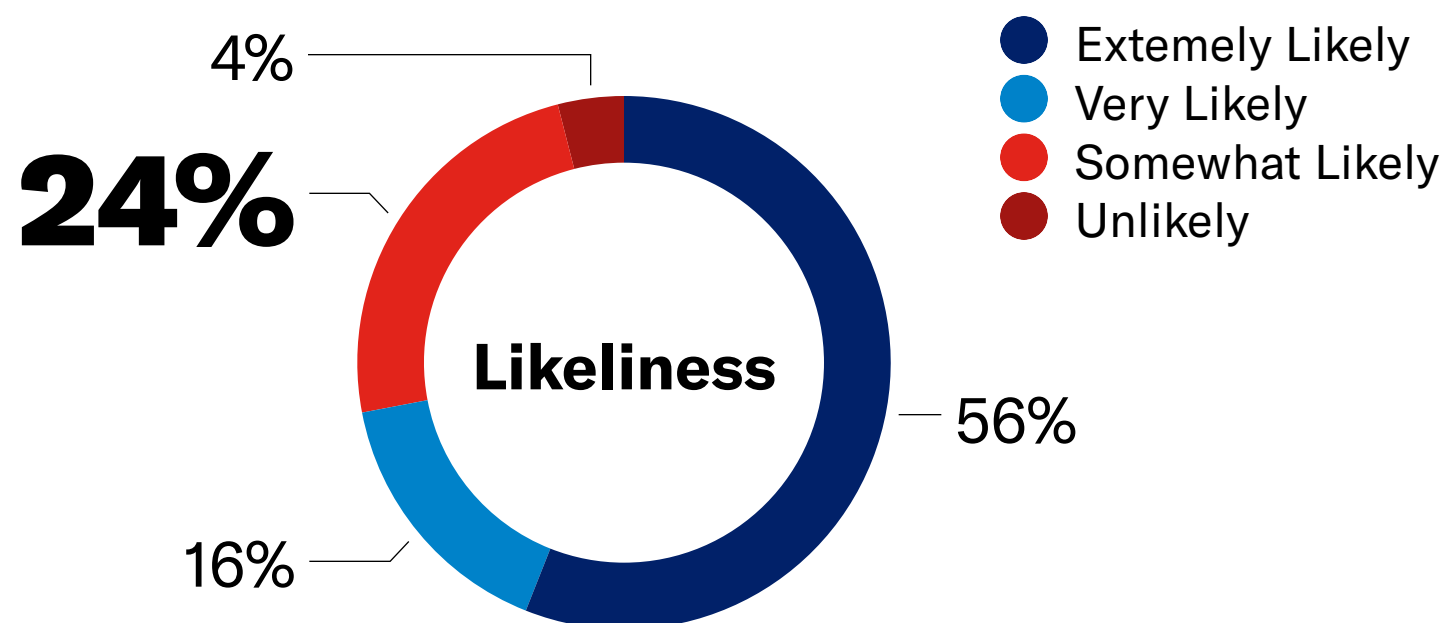
1. Don't understand importance/use
2. Lazy

Talladega County Profile

Indifference Index:

9.66

*Ranking are from 7-15 & Median County value is 10.4



Somewhat-Likely Population: **19,159**

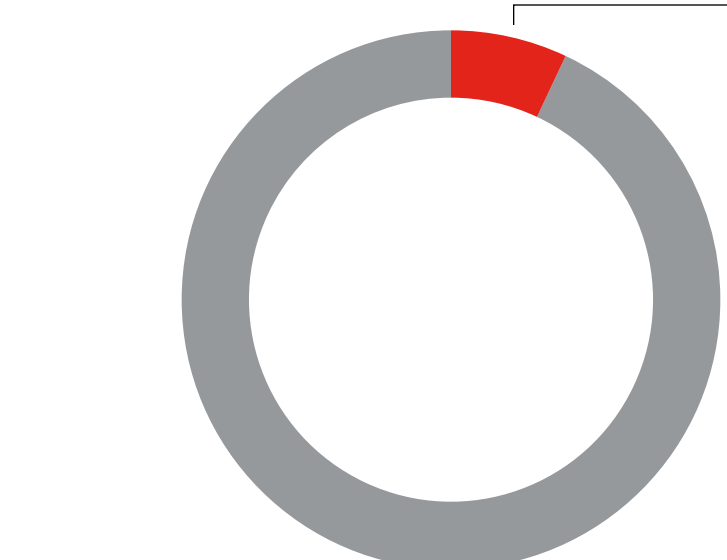
County Type:



Mostly Rural

Hard to Count Population:

7%



5,639 people live in hard-to-count neighborhoods

Top Messaging Drivers:

1. Relocation of businesses could bring about new markets and job opportunities
2. Alabama would lose up to \$13 billion in federal funding
3. Information and statistics could be presented to your local government

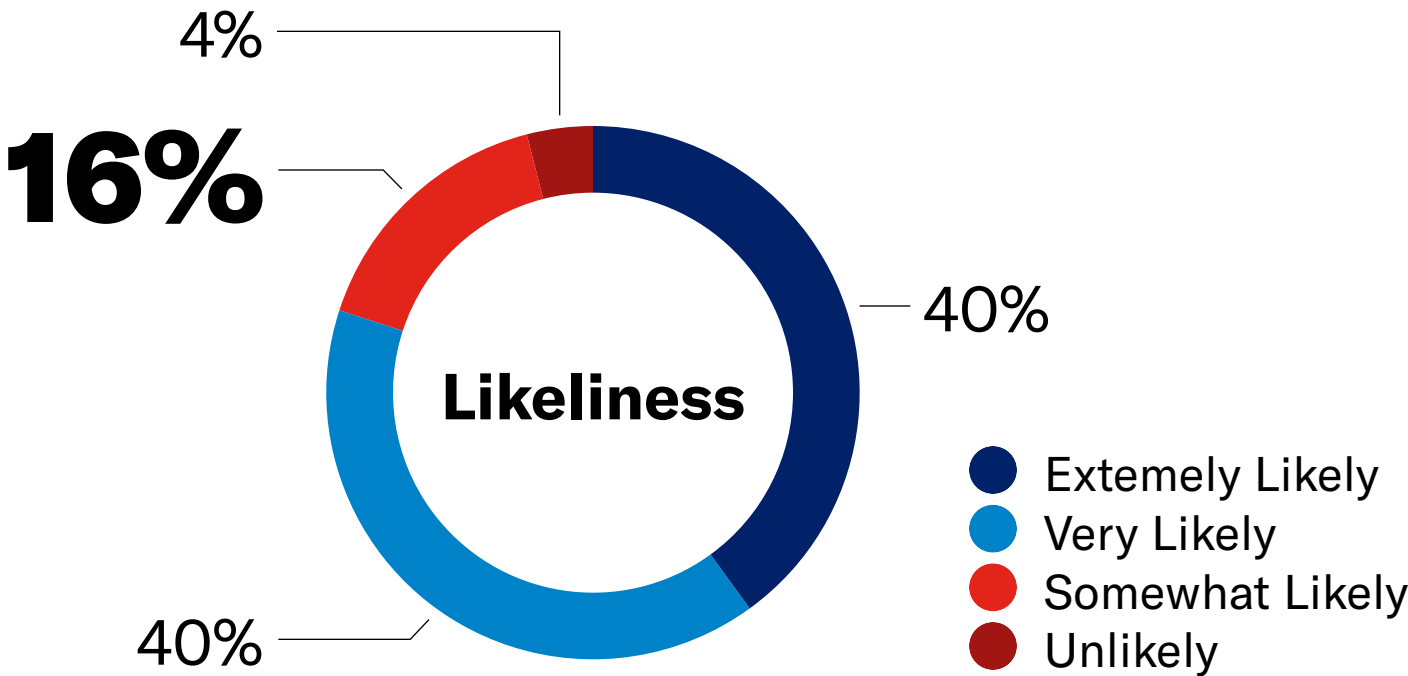
Top Census Deterrents:

1. Don't understand importance/use
2. Lazy
3. Don't care/Apathy/Indifferent

Tallapoosa County Profile

Indifference Index: **11.81**

*Ranking are from 7-15 & Median County value is 10.4



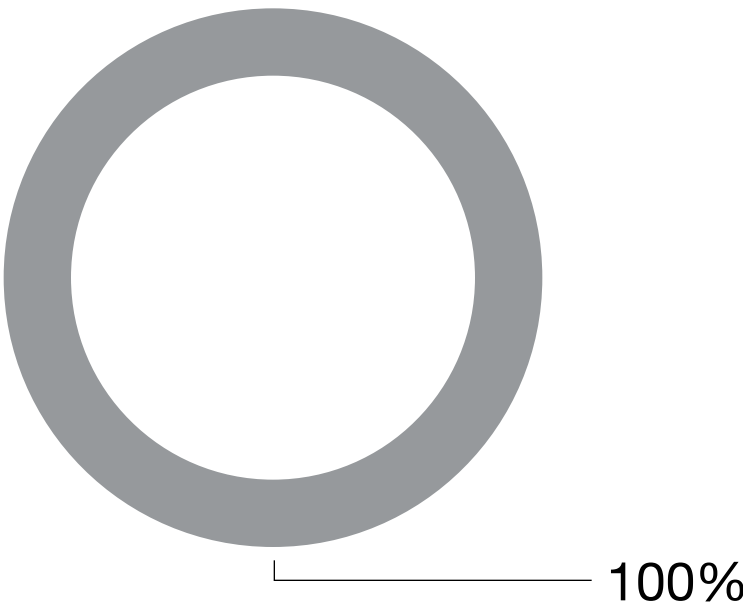
Somewhat-Likely Population: **6,480**

County Type:



Mostly Rural

Hard to Count Population:



0 people live in hard-to-count neighborhoods

Top Messaging Drivers:

1. Alabama would lose up to \$13 billion in federal funding
2. Information and statistics could be presented to your local government
3. Relocation of businesses could bring about new markets and job opportunities

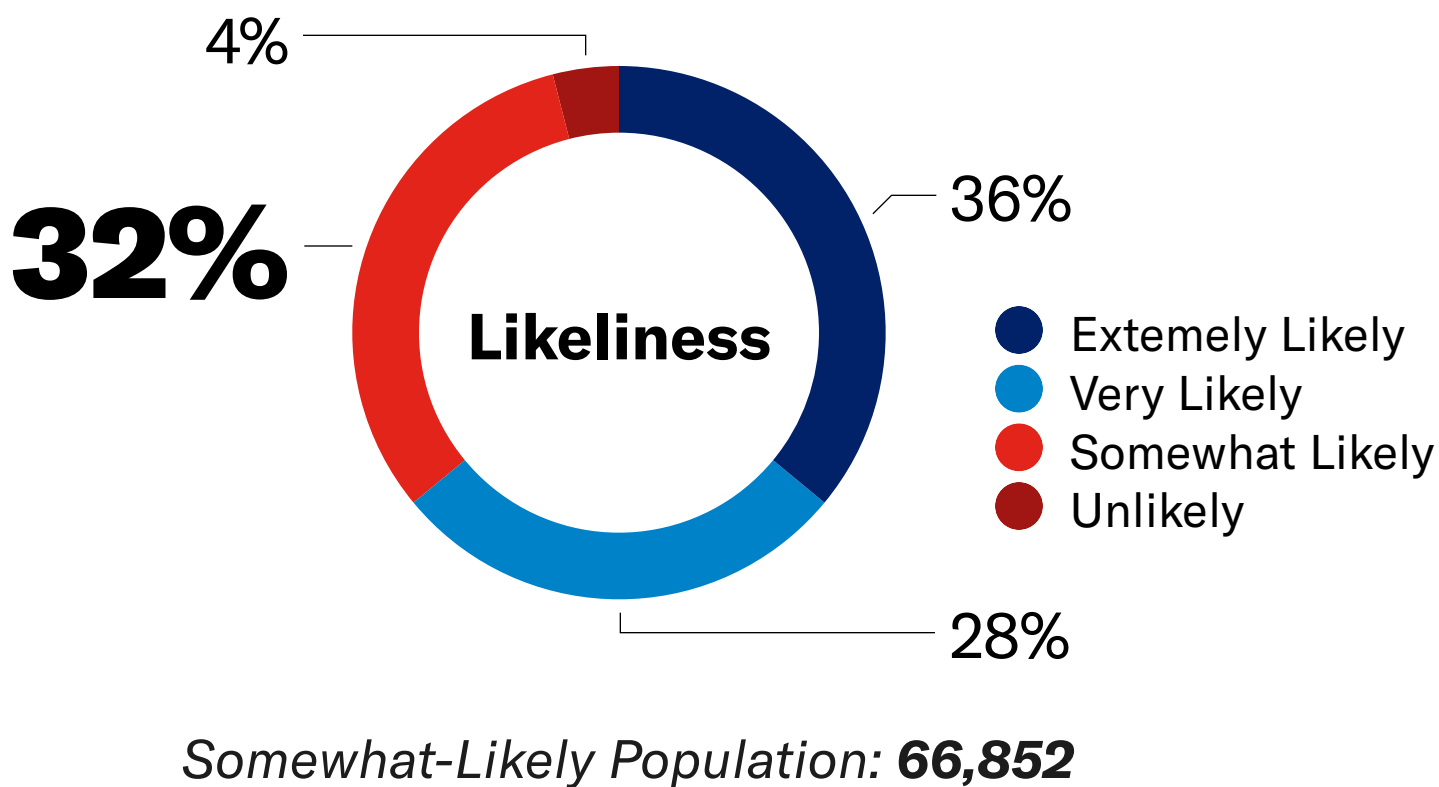
Top Census Deterrents:

1. Lazy
2. Don't care/Apathy/Indifferent

Tuscaloosa County Profile

Indifference Index: **9.54**

*Ranking are from 7-15 & Median County value is 10.4

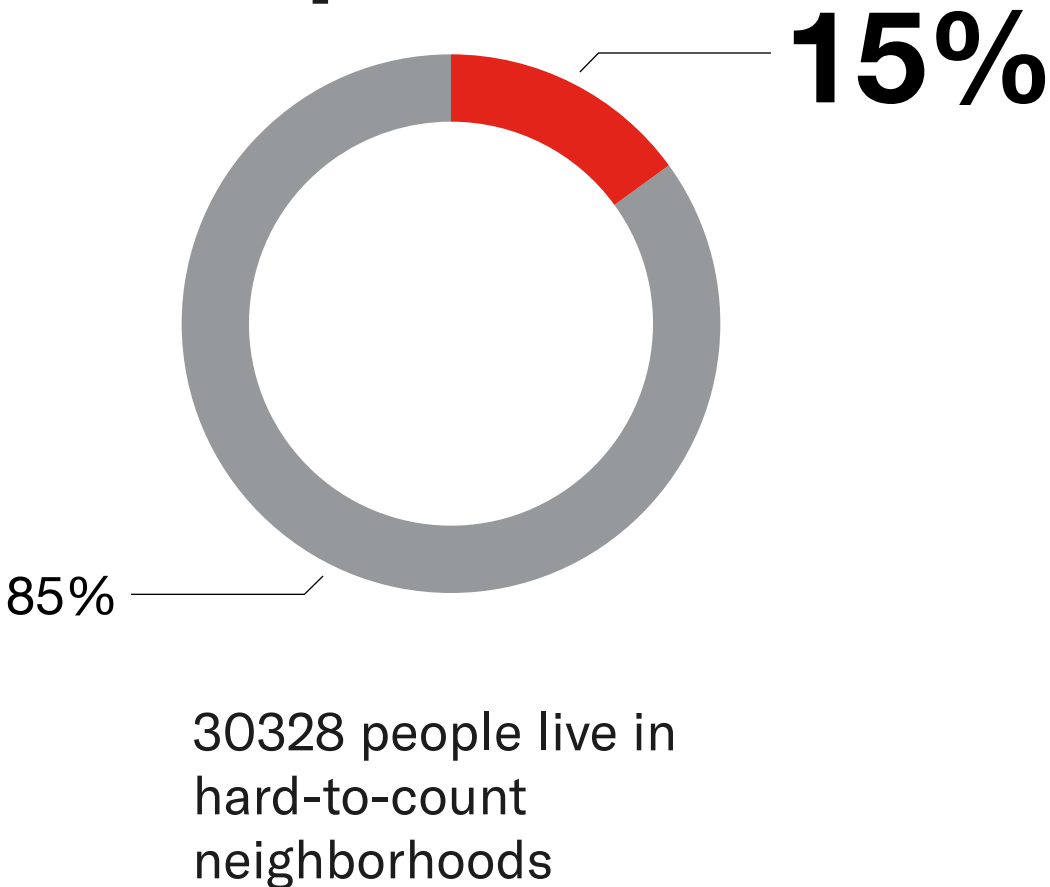


County Type:



Mostly Urban

Hard to Count Population:



Top Messaging Drivers:

1. Alabama would lose up to \$13 billion in federal funding
2. Relocation of businesses could bring about new markets and job opportunities
3. Alabama would lose up to two representatives in Washington, D.C.

Top Census Deterrents:

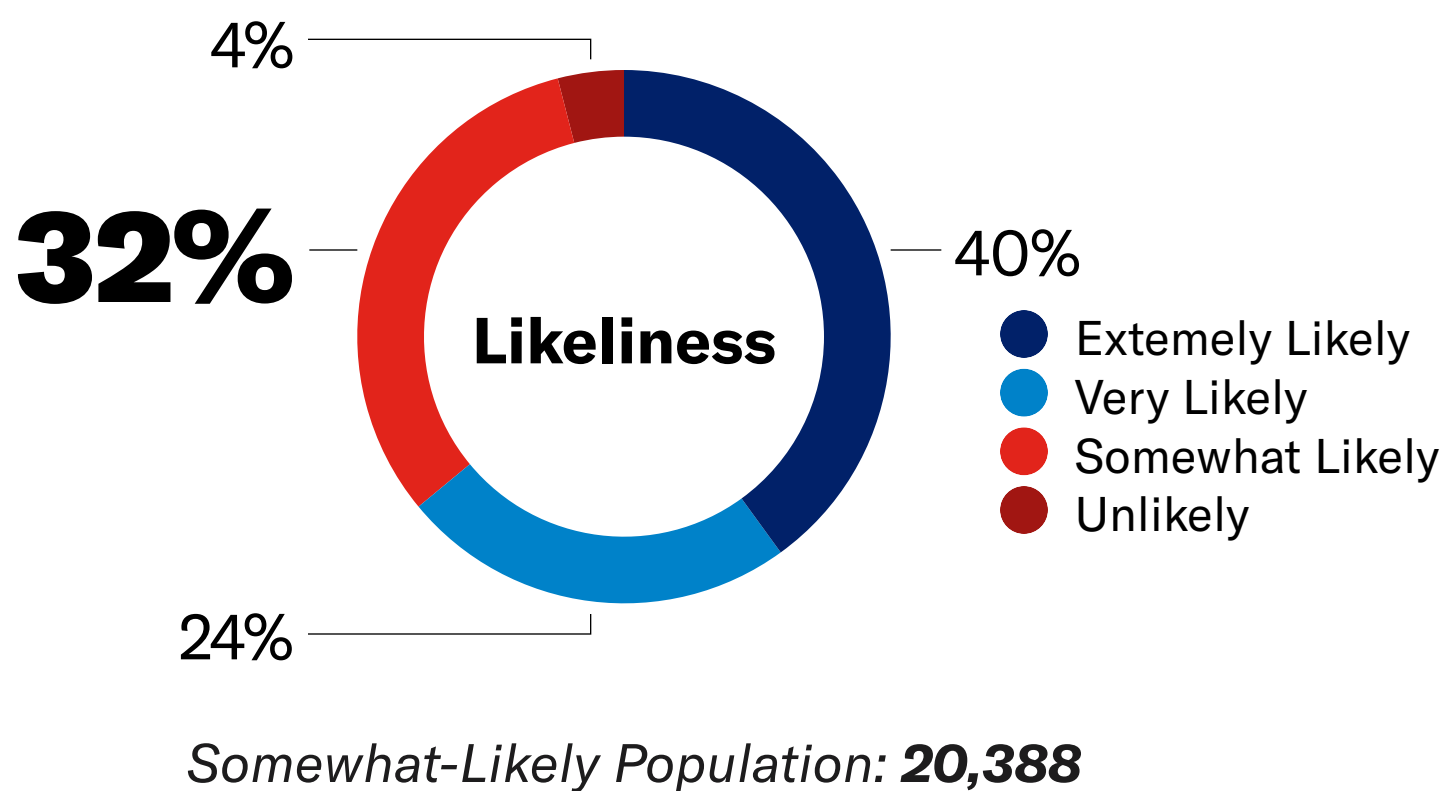
1. Don't understand importance/use
2. Don't care/Apathy/Indifferent
3. Don't think it matters/Not important

Walker County Profile

Indifference Index:

9.27

*Ranking are from 7-15 & Median County value is 10.4

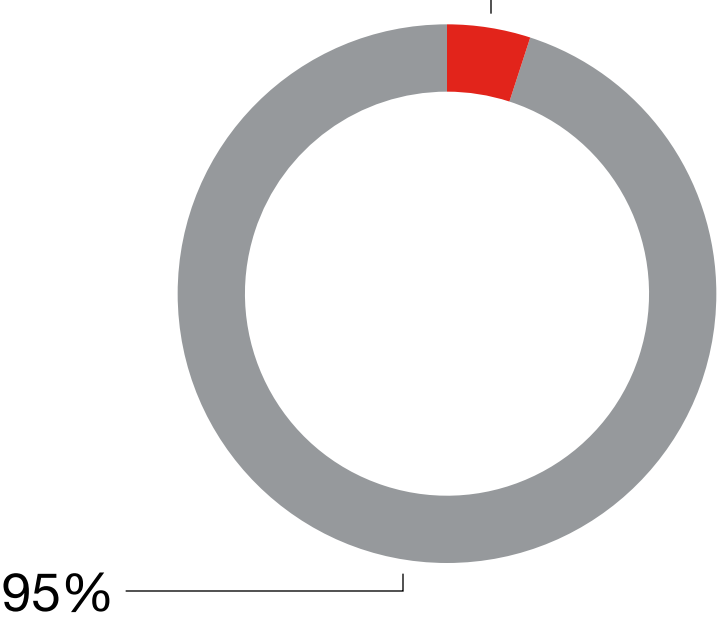


County Type:



Mostly Rural

Hard to Count Population: **5%**



3,220 people live in hard-to-count neighborhoods

Top Messaging Driver:

- 1. Alabama would lose up to \$13 billion in federal funding
- 2. Alabama would lose up to two representatives in Washington, D.C.
- 3. Your local government would be less equipped to address changes in your community

Top Census Deterrents:

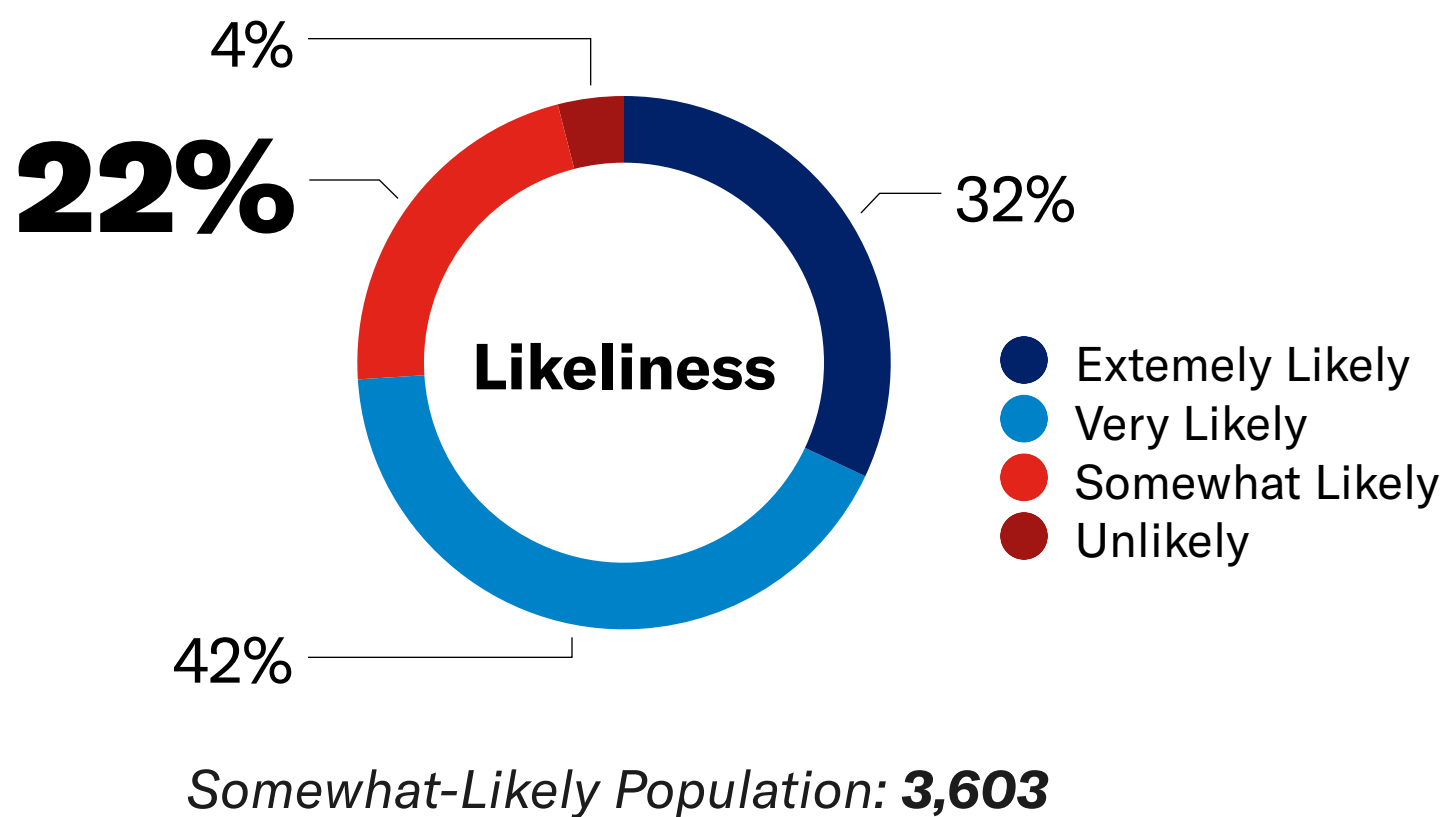
- 1. Don't understand importance/use
- 2. Don't care/Apathy/Indifferent
- 3. Don't think it matters/Not important

Washington County Profile

Indifference Index:

10.87

*Ranking are from 7-15 & Median County value is 10.4

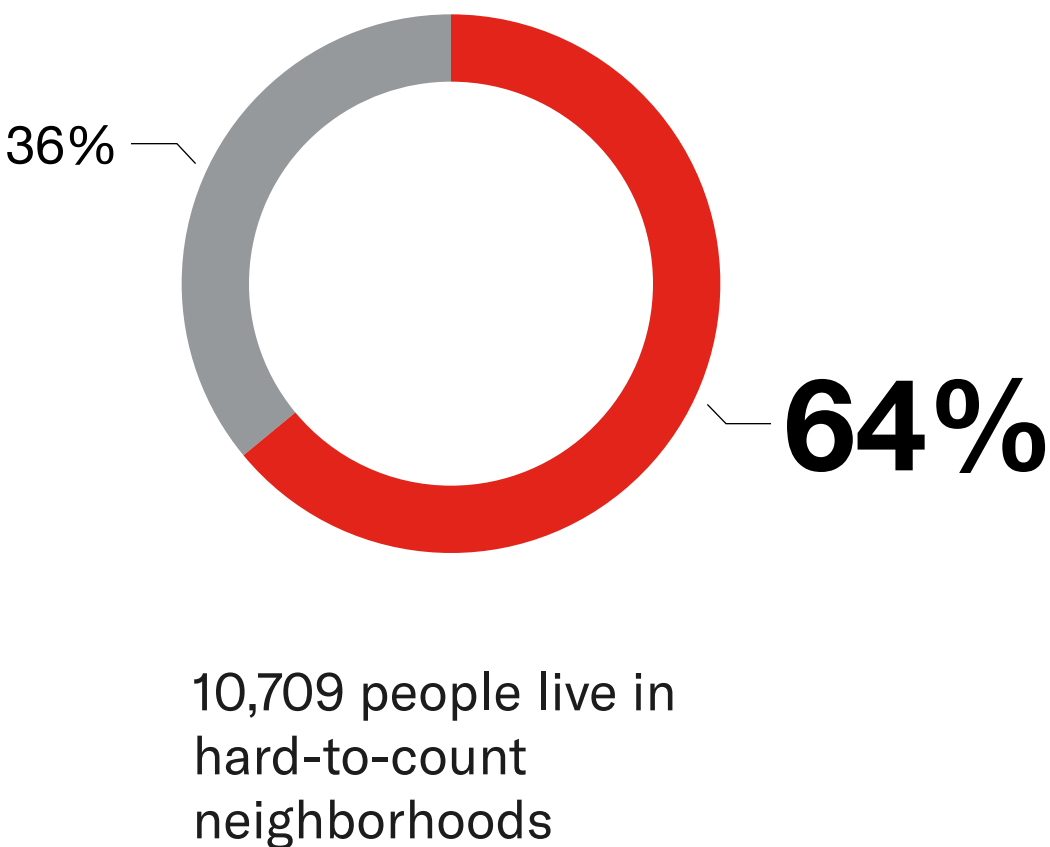


County Type:



Completely Rural

Hard to Count Population:



Top Messaging Drivers:

1. Alabama would lose up to \$13 billion in federal funding
2. Relocation of businesses could bring about new markets and job opportunities
3. Information and statistics could be presented to your local government

Top Census Deterrents:

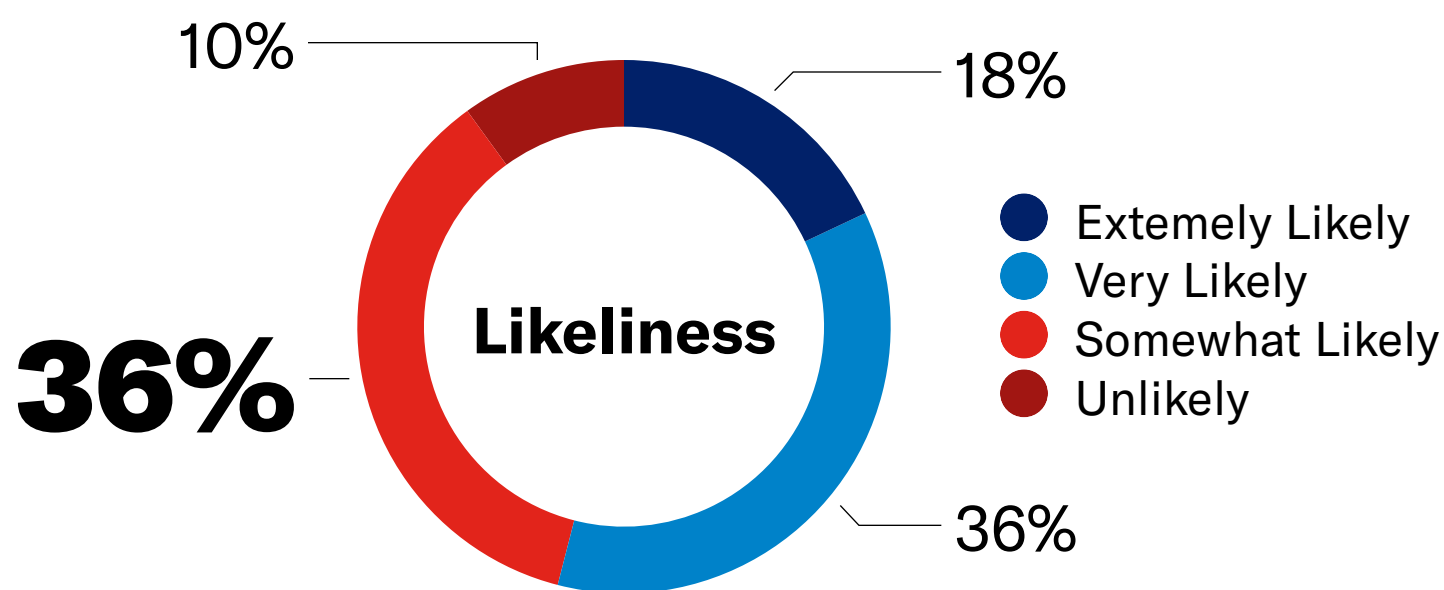
1. Lazy
2. Don't care/Apathy/Indifferent
3. Don't understand importance/use

Wilcox County Profile

Indifference Index:

10.94

*Ranking are from 7-15 & Median County value is 10.4



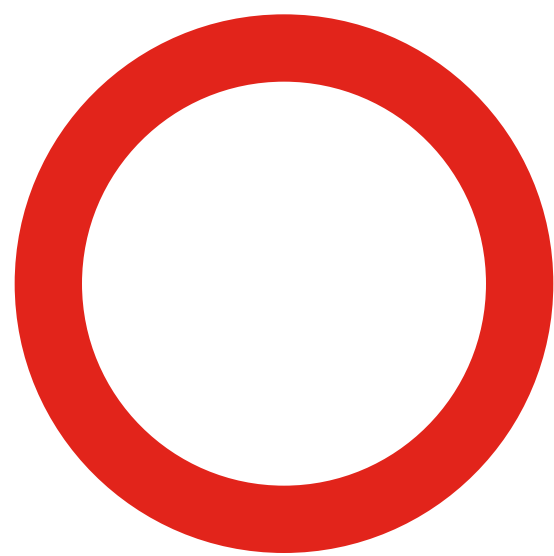
Somewhat-Likely Population: **3,826**

County Type:



Completely Rural

Hard to Count Population:



100%

10,919 people live in hard-to-count neighborhoods

Top Messaging Drivers:

1. Alabama would lose up to \$13 billion in federal funding
2. Relocation of businesses could bring about new markets and job opportunities
3. Information and statistics could be presented to your local government
4. Your local government would be less equipped to address changes in your community

Top Census Deterrents:

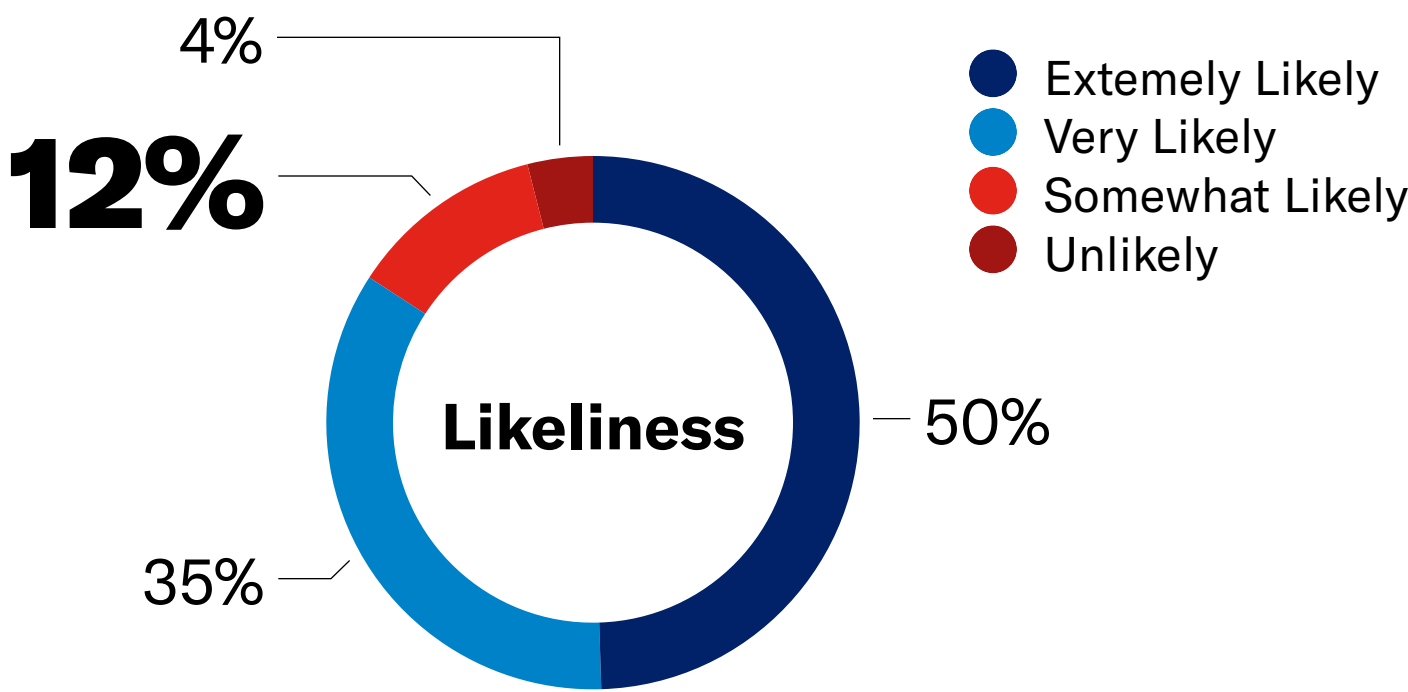
1. Don't understand importance/use
2. Lazy

Winston County Profile

Indifference Index:

11.6

*Ranking are from 7-15 & Median County value is 10.4



Somewhat-Likely Population: **2,839**

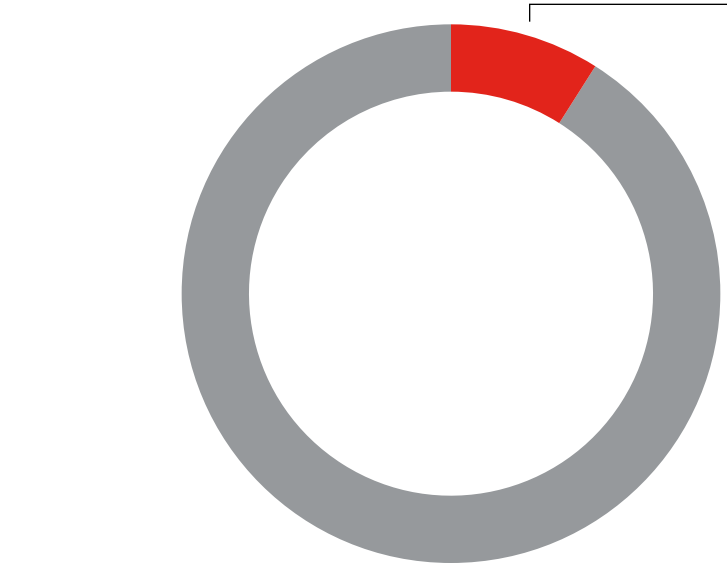
County Type:



Mostly Rural

Hard to Count Population:

9%



2,193 people live in hard-to-count neighborhoods

Top Messaging Drivers:

1. Relocation of businesses could bring about new markets and job opportunities
2. Information and statistics could be presented to your local government
3. Alabama would lose up to \$13 billion in federal funding

Top Census Deterrents:

1. Don't understand importance/use
2. Busy/Don't have time/Won't take time
3. Don't care/Apathy/Indifferent
4. Lazy
5. Privacy
6. Doesn't change anything/Waste of time

Glossary

Hard to Count (HTC):

HTC populations are those for whom a real or perceived barrier stunts count or reach for inclusion in the data collection process.

Indifference Index:

The indifference index measures the level of indifference to the 2020 Census. Those most likely to not be encouraged, no matter the loss or gain, rank a lower Indifference Index. While the more conscientious and concerned counties have a higher index.

Somewhat-Likely Population:

This audience represents the population from New South research that listed they are somewhat likely to fulfill the census.